

Unit Title: **Art Fundamentals for the Games, Animation and VFX Industries**



Unit Level:	Three
Guided Learning Hours:	80
Ofqual Unit Reference Number:	T/507/3210
Unit Review Date:	31/07/2017
Unit Sector:	9.3 Media and Communication

Unit Overview

This unit supports learners to acquire the fundamental knowledge of art concepts and to acquire sufficient skill in drawing (e.g. human and animal figures, real objects) to enable them to produce the high quality images for a games, animation or VFX product that are demanded by industry. Industry employers have identified that the understanding of these fundamental artistic concepts and some skill is often lacking in new employees.

This unit seeks to bridge that gap by encouraging learners to gain confidence and learn new skills. It covers theories of colour, composition, perspective, light and volume in historical and contemporary art contexts with particular reference to the construction of artefacts and will enable learners to understand the principles and practice of the translation of traditional art processes into digital art software systems and processes for games, animation and VFX products. Practical creative exercises are a central feature of this unit. Learners are not expected to emerge as professional artists; the emphasis is on understanding the techniques.

Learning Outcomes

The learner will:

AF 1 Understand artistic concepts including light, colour, composition, perspective and volume

AF 2 Understand how traditional processes have been developed and integrated into digital art software systems and processes for games, animation and VFX

AF 3 Be able to demonstrate foundation skills in drawing for different purposes

Indicative Content

- Origins and historical context of core concepts associated with construction of artefacts; Colour, Composition, Light, Perspective, Volume
- Practical art exercises to explore Colour, Composition, Light, Perspective, Volume
- Colour wheel
- Collage boards
- Use of colour to convey meaning
- Additive/subtractive colour and mapping calibration in digital software systems
- Objective drawing; hand and digital
- Drawing fantasy; hand and digital
- Transferring analogue images to digital

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Assessment

This unit is assessed using the following assessment methods:

- Written Assignment (Assessment Pack)
- Asset Development Portfolio (Assessment Pack)

See the assessment section of the qualification specification and the Assessment Pack for full details on the assessment.

Delivery

The following order of delivery is suggested so that blocks of knowledge can be built upon systematically. This will support learners to increase their subject comprehension and creative literacy:

- Content area 1
The origins and historical context of core concepts associated with the construction of artefacts
- Content area 2
Practical creative exercises to develop their knowledge and artistic skills in colour, composition, light, perspective and volume
- Content area 3
How traditional processes have developed and been integrated into digital art software systems and processes for Games, Animation and VFX
- Content Area 4
Foundation skills in drawing for different purposes

Resources

Learners must have access to:

- Studio/ Workshop space
- Drawing and painting materials
- Appropriate hardware and software for digital drawing
- Appropriate hardware and software for accessing information and developing online portfolios
- Scanning access for transferring analogue images to digital