



## Master Course Syllabus

For additional course information, including prerequisites, corequisites, and course fees, please refer to the Catalog: <https://catalog.uvu.edu/>

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**Semester:** Fall

**Course Prefix:** ART

**Course Title:** Concept Design

**Year:** 2025

**Course and Section #:**4260-001

**Credits:** 3

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### ***Course Description***

Teaches how to create original and compelling concept designs and environments for use in film, video games, graphic novels, and children's books.

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### ***Course Attributes***

This course has the following attributes:

- ☐ General Education Requirements
- ☐ Global/Intercultural Graduation Requirements
- ☐ Writing Enriched Graduation Requirements
- ☒ Discipline Core Requirements in Program
- ☐ Elective Core Requirements in Program
- ☐ Open Elective

Other: *Click here to enter text.*

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### ***Instructor Information***

**Instructor Name:** Adam Munoa

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### ***Student Learning Outcomes***

- Generate ideas and imaginative concept art;
  - Integrate objects and environments;
  - Describe context vs. perception;
  - Combine object, environment, and character designs into a complete scene;
  - Explore surface characteristics of individual objects;
  - Offer meaningful critique to other students.
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### ***Course Materials and Texts***

Desktop Computer or Laptop (if needed)

Digital Painting software i.e. Photoshop, Procreate or Corel Painter

Digital Painting tablet i.e. Wacom Intuos, Cintiq, iPad Pro etc...

Stylus

Sketchbook and proper drawing materials (if needed)

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## ***Course Requirements***

### **Course Assignments, Assessments, and Grading Policy**

## **Assignments**

1. **Intro to Concept Art** – Understand the role of concept artists in entertainment and the fundamentals of visual ideation.
2. **Setting Up Photoshop for Concept Art** – Customize your brushes, workspace, and tools for a streamlined workflow.
3. **Silhouette Design for Characters and Props** – Create bold, readable shapes to establish strong foundational designs.
4. **Gesture and Form Studies** – Practice quick sketches to capture motion, form, and character personality.
5. **Grayscale Painting Techniques** – Use value studies to focus on form, light, and depth without the distraction of color.
6. **Linework and Cleanup Methods** – Refine your sketching techniques with clean, production-ready linework.
7. **Basic Color Theory for Concept Artists** – Learn to control mood, storytelling, and focal points with color.
8. **Texture and Material Studies** – Paint a variety of surfaces like metal, fabric, and skin to increase believability.
9. **Designing a Fantasy Weapon or Prop** – Create a visual concept with function and storytelling in mind.
10. **Critique and Polish of Prop Concept** – Refine and present your first concept art piece for feedback.
11. **Thumbnailing for Character Design** – Rapidly generate multiple character ideas using silhouette and shape variation.
12. **Designing with Story in Mind** – Infuse your character concept with narrative, role, and world-building elements.
13. **Costume and Accessory Design** – Develop layers of clothing and gear that reveal character purpose and personality.
14. **Character Expression and Pose Sheets** – Explore attitude, gestures, and facial expressions to flesh out your concept.
15. **Color Blocking and Lighting Pass** – Apply base color and lighting to enhance form and visual appeal.
16. **Character Turnaround and Orthographic Views** – Create technical sheets to communicate full design clarity.
17. **Critique and Final Touches on Character** – Polish your character concept for review and presentation.
18. **Worldbuilding Through Environment Design** – Start developing a setting that supports your characters and story.

19. **Environmental Thumbnails and Layouts** – Sketch multiple compositional ideas to explore setting and structure.
20. **Establishing Mood with Light and Color** – Create lighting scenarios that evoke atmosphere and tone.
21. **Painting a Key Scene Illustration** – Combine characters, props, and environments into a full narrative moment.
22. **Photo-Bashing and Paintover Techniques** – Use mixed media techniques to build complex illustrations faster.
23. **Working with Feedback and Iteration** – Revisit work-in-progress designs and push them through refinement stages.
24. **Creature or Vehicle Design Challenge** – Conceptualize and render an original creature or vehicle with believable design logic.
25. **Mood Boards and Research for Final Project** – Gather references and plan for your final concept art presentation.
26. **Sketch Phase of Final Concept Art** – Begin initial roughs for a full character or key art concept.
27. **Color, Light, and Texture Pass** – Apply final painting techniques to push clarity, storytelling, and polish.
28. **Detail Pass and Presentation Layout** – Finalize visual development sheets with clean labels and professional composition.
29. **Final Project Review and Refinement** – Get critique and make final changes for a portfolio-ready piece.
30. **Final Presentation and Portfolio Tips** – Showcase your work and learn how to present concept art for the industry.

## Assessments

- did you meet the concept of the assignment
- did you meet the deadline/is the work complete
- did you follow strong design principles
- did you come up creative and fun solutions
- did you show technical mastery of materials

## Grading Policy

- A 90-100%
- A-90-92.9%
- B 80-89%
- C 70-79%
- D 65-69%
- E 0-64%
- UW indicates an unofficial withdrawal from class

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### Required or Recommended Reading Assignments

N/A

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## General Description of the Subject Matter of Each Lecture or Discussion

To further explore various concept design fundamentals and techniques

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### ***Required Course Syllabus Statements***

#### **Generative AI**

AI programs are not a replacement for your human creativity, originality, and critical thinking. Writing, thinking, and brainstorming are crafts that you must develop over time to develop your own individual voice. At the same time, you should learn how to use AI and in what instances AI can assist you.

The use of generative AI tools (e.g. ChatGPT) is permitted in this course for the following activities:

- Brainstorming and refining your ideas;
- Finding information on your topic;
- Refining Style direction.

The use of generative AI tools is not permitted in this course for the following activities:

- Impersonating your work in classroom contexts, such as by using AI tools to compose discussion board prompts/responses assigned to you or content that you put into a Teams/Canvas chat.
- Generating artwork for class assignments.
- Generating final artwork.

You are responsible for the information you submit and that it does not violate intellectual property laws, or contain misinformation or unethical content. Your use of AI tools must be properly documented and cited in order to stay within university policies on academic honesty.

Any student work submitted using AI tools should clearly indicate what work is the student's work and what part is generated by the AI. In such cases, no more than 25% of the student work should be generated by AI. If any part of this is confusing or uncertain, please reach out to me for a conversation before submitting your work.

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#### **Using Remote Testing Software**

☒ This course does not use remote testing software.

☐ This course uses remote testing software. Remote test-takers may choose their remote testing locations. Please note, however, that the testing software used for this may conduct a brief scan of remote test-takers' immediate surroundings, may require use of a webcam while taking an exam, may require the microphone be on while taking an exam, or may require other practices to confirm academic honesty. Test-takers therefore shall have no expectation of privacy in their test-taking location during, or immediately preceding, remote testing. If a student strongly objects to using test-taking software, the student should contact the instructor at the beginning of the semester to determine whether alternative testing arrangements are feasible. Alternatives are not guaranteed.

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### ***Required University Syllabus Statements***

## **Accommodations/Students with Disabilities**

Students needing accommodations due to a permanent or temporary disability, pregnancy or pregnancy-related conditions may contact UVU [Accessibility Services](#) at [accessibilityservices@uvu.edu](mailto:accessibilityservices@uvu.edu) or 801-863-8747.

Accessibility Services is located on the Orem Campus in BA 110.

Deaf/Hard of Hearing students requesting ASL interpreters or transcribers can contact Accessibility Services to set up accommodations. Deaf/Hard of Hearing services can be contacted at [DHHservices@uvu.edu](mailto:DHHservices@uvu.edu)

DHH is located on the Orem Campus in BA 112.

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## **Academic Integrity**

At Utah Valley University, faculty and students operate in an atmosphere of mutual trust. Maintaining an atmosphere of academic integrity allows for free exchange of ideas and enables all members of the community to achieve their highest potential. Our goal is to foster an intellectual atmosphere that produces scholars of integrity and imaginative thought. In all academic work, the ideas and contributions of others must be appropriately acknowledged and UVU students are expected to produce their own original academic work.

Faculty and students share the responsibility of ensuring the honesty and fairness of the intellectual environment at UVU. Students have a responsibility to promote academic integrity at the university by not participating in or facilitating others' participation in any act of academic dishonesty. As members of the academic community, students must become familiar with their [rights and responsibilities](#). In each course, they are responsible for knowing the requirements and restrictions regarding research and writing, assessments, collaborative work, the use of study aids, the appropriateness of assistance, and other issues. Likewise, instructors are responsible to clearly state expectations and model best practices.

Further information on what constitutes academic dishonesty is detailed in [UVU Policy 541: Student Code of Conduct](#).

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## **Equity and Title IX**

Utah Valley University does not discriminate on the basis of race, color, religion, national origin, sex, sexual orientation, gender identity, gender expression, age (40 and over), disability, veteran status, pregnancy, childbirth, or pregnancy-related conditions, citizenship, genetic information, or other basis protected by applicable law, including Title IX and 34 C.F.R. Part 106, in employment, treatment, admission, access to educational programs and activities, or other University benefits or services. Inquiries about nondiscrimination at UVU may be directed to the U.S. Department of Education's Office for Civil Rights or UVU's Title IX Coordinator at 801-863-7999 – [TitleIX@uvu.edu](mailto:TitleIX@uvu.edu) – 800 W University Pkwy, Orem, 84058, Suite BA 203.

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## **Religious Accommodation**

UVU values and acknowledges the array of worldviews, faiths, and religions represented in our student body, and as such provides supportive accommodations for students. Religious belief or conscience broadly includes religious, non-religious, theistic, or non-theistic moral or ethical beliefs as well as participation in religious holidays, observances, or activities. Accommodations may include scheduling or due-date modifications or make-up assignments for missed class work.

To seek a religious accommodation, a student must provide written notice to the instructor and the Director of Accessibility Services at [accessibilityservices@uvu.edu](mailto:accessibilityservices@uvu.edu). If the accommodation relates to a scheduling conflict, the notice should include the date, time, and brief description of the difficulty posed by the conflict. Such requests should be made as soon as the student is aware of the prospective scheduling conflict.

While religious expression is welcome throughout campus, UVU also has a [specially dedicated space](#) for meditation, prayer, reflection, or other forms of religious expression.