Area of Interest: Arts and Design

Illustration and Concept Art

Ontario College Diploma Program Code: 1408X01FWO

2 Years

Ottawa Campus

Our Program

Apply your creative talent to a career in illustration and Concept Art.

The two-year Illustration and Concept Art Ontario College Diploma program prepares you for the field of illustration and the discipline of concept art. As a student, you develop skills in digital and traditional media. While enhancing your drawing skills, you learn about potential career avenues in industries such as:

- print periodical illustration
- children`s books
- graphic novel illustration
- concept art / visual development for the entertainment industry
- interactive media
- advertising

In this program, you develop problem-solving methods, drawing techniques and production methods for the magazine, graphic novel or entertainment industries. Learning opportunities with industry partners allow you to apply the knowledge and skills you have developed and also offer networking opportunities. With in-class discussions and hands-on learning activities, you develop your style and expand your portfolio. The faculty include award-winning published artists that will share their abundance of knowledge and experience.

There are many job opportunities after graduation. You may find employment in:

- print/editorial
- advertising/commercial
- entertainment industries
- technical illustration industries

SUCCESS FACTORS

This program is well-suited for students who:

- Enjoy drawing and painting creative art.
- Are versatile in various styles, techniques and approaches to visual art.
- Are disciplined with abilities to manage time.
- Have an inquisitive and experimental nature.

Employment

Graduates may find employment as illustrators (e.g. advertising, editorial, children`s book, comics,

technical illustration), concept artist for entertainment industry (production designers, location and character design, storyboard artist and background artists).

Learning Outcomes

The graduate has reliably demonstrated the ability to:

- Research genres of entertainment art, documents, and project requirements to inform visual solutions.
- Prepare illustration and concept artwork that meets the needs of identified target audiences, clients, and formats.
- Contribute to the solution of pre-production design problems by producing industry-accepted quality art work within project constraints.
- Use a variety of traditional and digital tools to create industry-accepted solutions and concept art work.
- Develop illustration and concept art work in different styles and in different applications to support employment opportunities and professional development.
- Prepare industry-accepted illustration and concept art for print and various digital media publishing.
- Use project management strategies to plan and track milestones, time and costs of various activities to meet the artistic goal.
- Collaborate within a multi-disciplinary team to deliver illustration and concept art work results within a work flow, that meet client expectations.
- Plan and prepare marketing and self-promotional material to support the development of job opportunities in the illustration and concept art industry.
- Identify and apply discipline-specific practices that contribute to the local and global community through social responsibility, economic commitment and environmental stewardship.

Program of Study

Level: 01	Courses	Hours
ART1001	Life Drawing 1: Anatomy and Form	56.0
ART1002	Digital VIsual Dynamics	42.0
ART1003	Environment Asset Drawing	56.0
ART1004	IntERPretive Art 1: Style Exploration	56.0
DSN2100M	Design Thinking	42.0
ENL1813M	Communications I	42.0
Level: 02	**Courses**	**Hours**
ART1005	Interactive Media Art 1: Game Ideation	42.0
ART2009	Life Drawing 2: Figures and Textures	56.0
ART2010	Graphic Narratives 1: Sequential Storytelling	42.0
ART2011	Environment and Asset Building Design	42.0
ART3005	3D Art Applications	56.0

Choose one from equivalencies:	Courses	Hours
GED1408	General Education Elective	42.0
Level: 03	**Courses**	**Hours**
ART2012	IntERPretive Art 2: Style Development	42.0
ART2013	Interactive Media Art 2: Interactive Game Ideation	56.0
ART3001	Life Drawing 3: Creature Design	56.0
ART3002	Graphic Narratives 2: Comics and Story Boarding	42.0
ENL2026	Writing for Graphic Narratives	56.0
Choose one from equivalencies:	**Courses**	**Hours**
GED1408	General Education Elective	42.0
Level: 04	**Courses**	**Hours**
ART3003	Marketing and Merchandising Art	56.0
ART3004	Professional Transitions	56.0
ART3006	Light and Colour	42.0
ART4001	Life Drawing 4: Personalized Rendering	56.0
ART4002	Self-Directed Art Project: Creative Call-Out	56.0

Fees for the 2023/2024 Academic Year

Tuition and related ancillary fees for this program can be viewed by using the Tuition and Fees Estimator tool at http://www.algonquincollege.com/fee-estimator

Further information on fees can be found by visiting the Registrar`s Office website at http://www.algonquincollege.com/ro

Fees are subject to change.

Additional program related expenses include:

Books and supplies cost approximately $3,000. This includes a laptop, external saving devices, drawing tablet and traditional media supplies.

Admission Requirements for the 2024/2025 Academic Year

College Eligibility

- Ontario Secondary School Diploma (OSSD) or equivalent. Applicants with an OSSD showing senior English and/or Mathematics courses at the Basic Level, or with Workplace or Open courses, will be tested to determine their eligibility for admission; OR

Program Eligibility

- English, Grade 12 (ENG4C or equivalent).
- Submit a portfolio of your best work. NOTE: Interested applicants are welcome to address any portfolio-related inquiries to: mailto:design@algonquincollege.com .
- Portfolio submission details can be found on the Algonquin College Additional Admission

- Portfolio submission details can be found on the Algonquin College Additional Admission Requirements website:
http://www.algonquincollege.com/admissionspackages

- Applicants with international transcripts must provide proof of the subject specific requirements noted above and may be required to provide proof of language proficiency. Domestic applicants with international transcripts must be evaluated through the International Credential Assessment Service of Canada (ICAS) or World Education Services (WES).

- IELTS-International English Language Testing Service (Academic) Overall band of 6.0 with a minimum of 5.5 in each band; OR TOEFL-Internet-based (iBT) Overall 80, with a minimum of 20 in each component: Reading 20; Listening 20; Speaking 20; Writing 20;
OR Duolingo English Test (DET) Overall 110, minimum of 110 in Literacy and no score below 95.

Not sure if you meet all of the requirements? Academic Upgrading may be able to help with that:
https://www.algonquincollege.com/access

Should the number of qualified applicants exceed the number of available places, applicants will be selected on the basis of their proficiency in English.

Application Information

ILLUSTRATION AND CONCEPT ART
Program Code 1408X01FWO

Applications to full-time day programs must be submitted with official transcripts showing completion of the academic admission requirements through:

ontariocolleges.ca
60 Corporate Court
Guelph, Ontario
N1G 5J3
1-888-892-2228

Students currently enrolled in an Ontario secondary school should notify their Guidance Office prior to their online application at http://www.ontariocolleges.ca/

Applications for Fall Term and Winter Term admission received by February 1 will be given equal consideration. Applications received after February 1 will be processed on a first-come, first-served basis as long as places are available.

International applicants please visit this link for application process information:
https://algonquincollege.force.com/myACint

For further information on the admissions process, contact:

Registrar`s Office
Algonquin College
1385 Woodroffe Ave
Ottawa, ON K2G 1V8
Telephone: 613-727-0002
Toll-free: 1-800-565-4723
TTY: 613-727-7766
Fax: 613-727-7632
Contact: https://www.algonquincollege.com/ro

Contact Information

Program Coordinator(s)

- Virginia Mielke, mailto:mielkev@algonquincollege.com , 613-727-4723, ext. 5769

Course Descriptions

ART1001 Life Drawing 1: Anatomy and Form

Drawing the human figure is an essential skill within the illustration industry. Students begin the development of their drawing skills by exploring form, proportion, space and light as they relate to the figure. Students develop abilities in drawing timed poses and gestures from live models. Students complete drawing exercises from sculptures, nude models, and from life in a variety of settings on and off campus.

Prerequisite(s): none
Corerequisite(s):none

ART1002 Digital VIsual Dynamics

An artist's design choices impact how an illustration is visually perceived by their intended audience, therefore it is essential to know the elements of art and principles of organization. Students explore and develop foundational skills in the application of art elements and principles of organization to produce visually appealing concept art through dynamic graphic software applications. Through activities, demonstrations, case studies, presentations and critiques, students develop the skills to leverage digital art tools for the entertainment industries.

Prerequisite(s): none
Corerequisite(s):none

ART1003 Environment Asset Drawing

Backgrounds and assets provide context about a scene, communicate a message and evoke an experience. Therefore, it is important for artists to have a strong foundation in perspective, structure analysis and line quality to establish effective world building. Students develop scientific perspective techniques to produce accurate, believable objects and environments using a number of traditional and digital tools. Students create naturalistic settings and forms with an emphasis on structure, spatial perspective, accuracy and realism. Through case studies, analyzing and designing foundational forms and working with perspectives, students develop the skills to create environmental assets and structures for the illustration and concept art industry.

Prerequisite(s): none
Corerequisite(s):none

ART1004 IntERPretive Art 1: Style Exploration

Style is what differentiates artists from each other and industry brands and products from one another. Therefore, it is important for artists to develop their personal style so they can work in various industry settings. Students explore various stylistic techniques and methods and begin to develop their own personal styles. Emphasis is placed on print/screen print alternatives and generating art for the print/publishing industries. Through practical assignments and case studies, students explore different stylist approaches which allow them to use line, shape, value, colour, and proportion to create and communicate in diverse ways.

Prerequisite(s): none
Corerequisite(s):none

ART1005 Interactive Media Art 1: Game Ideation

Interactive media is an ever increasing medium and is a lucrative market for the Illustration and concept artist. This media requires artists to be able to design engaging content for various platforms and genres. Students apply illustration techniques from the production of Game Design for print, screen and User-Interface (UI). Students develop skills in storyboarding, character design and asset building for 2D environments. Through applied activities, story boarding, character and asset development, students produce content for a variety of interactive media.

Prerequisite(s): none
Corerequisite(s):none

ART2009 Life Drawing 2: Figures and Textures

Illustration and concept art is primarily figurative; therefore, life drawing is the foundational skill

required for most art. Students continue to hone and refine their observational skills in form, proportion, space and light, as they relate to the natural world. Students develop skills for more complex deconstruction of anatomy and structure from sculptures, nude models, and from life observed in a variety of settings on and off campus. Through illustrating multi-figure poses, and focusing on lines of action and structure, students hone their sequential story telling skills.

Prerequisite(s): ART1001
Corerequisite(s):none

ART2010 Graphic Narratives 1: Sequential Storytelling

Whether in a commercial, movie, video game, or graphic novel, illustrators initiate the process of visual storytelling. The art of graphic narrative is explored and students develop the required skills in sequencing, camera angles, cropping, and narrative structure. Special attention is placed on mastery of space, time, lighting, proportion and drama with emphasis on various print media. Students practise pitching ideas and providing and receiving constructive feedback. Through case studies, concept ideation based on written stories and pitch and critique activities, students develop graphic narratives for various media.

Prerequisite(s): none
Corerequisite(s):none

ART2011 Environment and Asset Building Design

For concept art, illustrators must 'create the universe' so the details produce an organic whole that the audience accepts as believable. Using ecological theory, students expand and refine their technical illustration skills to complete designs for various industry-specific game and illustration projects while enhancing the students' portfolio. Through case studies, analyzing and designing complex environments, and working with perspectives, students further refine their skills to create environmental assets and structures for the illustration and concept art industry.

Prerequisite(s): ART1003
Corerequisite(s):none

ART2012 IntERPretive Art 2: Style Development

Individual style is a key asset for any illustrator and concept artist. Students explore various techniques to develop their own personal styles and expand their portfolios with self-directed projects. Emphasis is on 'world building' for the various entertainment industries. Through case studies, guided art direction, presentations and critiques, students develop unique character and environmental designs for their portfolio.

Prerequisite(s): ART1004
Corerequisite(s):none

ART2013 Interactive Media Art 2: Interactive Game Ideation

Interactive media art is an ever-burgeoning requirement in our world which relies on illustration and concept artists to develop their content. Students continue their exploration and development in interactive media art by applying their illustration skills to the development of more complex characters and environments for use in computer games. Using 2D and 3D graphics engines and 3D software applications, students develop and texturize 3D characters, comprehensives and environments. Students continue their exploration and development in interactive media art by applying their illustration skills to the development of more complex characters and environments for use in computer games. Students develop stories, characters, level maps, user-interfaces and clickable prototypes. Through case studies and hands-on activities, students develop the technical abilities to create interactive multimedia portfolio pieces.

Prerequisite(s): ART1005
Corerequisite(s):none

ART3001 Life Drawing 3: Creature Design

From dinosaurs to dragons, creature-designs are a prominent feature in the entertainment industry; creating eye-catching, believable creatures is an important skill for any aspiring concept artist. Students develop their skills in anatomical and musculature analysis through proportion, volume, texture, and line. Students extrapolate from these foundational animal forms and develop their own creative creatures. Through the analysis of skeletons, prototypes, and case studies, students focus on animal structure and develop creature designs for their portfolio.

Prerequisite(s): ART1001
Corerequisite(s):none

ART3002 Graphic Narratives 2: Comics and Story Boarding

Whether live action, animation or film, storyboard artists draw out, panel by panel, the 'blueprint' for the final film. Students continue their development of narrative storytelling skills through sequencing, camera angles, cropping and narrative structure in more complex narrative genres. Special attention is placed on mastery of space, time, lighting, proportion, and drama with emphasis on storyboarding and narrative for comics, live action film, and animation. Through case studies, story boarding, concept ideation based on written scripts and pitch and critique activities, students develop graphic narratives for various industries.

Prerequisite(s): ART2010
Corerequisite(s):none

ART3003 Marketing and Merchandising Art

Illustration and Concept Artists can leverage marketing and merchandising to promote their art products and their own intellectual property. Vinyl toys, figurines, T-shirts, stickers and cards are some examples of the applications which can be sold through various venues and self-starter sites. Students develop the skills and knowledge required to become authors of their own products and content. Students develop an awareness of marketing strategies and best practices as they relate to product design. Students apply their illustration and concept skills to create visual assets for commercial merchandising opportunities through leveraging online platforms. Through case studies, practical activities and product presentations, students develop foundational skills to develop assets for marketing and merchandising.

Prerequisite(s): none
Corerequisite(s):none

ART3004 Professional Transitions

In a world of visual noise, Illustration and Concept artists must differentiate themselves within their industry to find and develop work opportunities. Artists benefit from an understanding of self-employment best practices and their rights within their industry. Students explore and develop marketing skills with special attention placed on targeted marketing messages which leverage social media and follow foundational business planning principles. In addition, students explore employment rights, professional associations and other services available to assist professional illustrators and concept artists. Through practical personal-branding activities, case studies, industry research and guest speakers, students develop an understanding of industry requirements and ways to differentiate themselves.

Prerequisite(s): none
Corerequisite(s):none

ART3005 3D Art Applications

Various commercial and entertainment industries require 3D art for numerous illustration and concept art applications. Students apply illustration principles to the development of complex characters and environments for use in computer games and interactive immersive environments. Computer languages, 3D graphic engines and 3D software applications allow students to develop 3D characters, comprehensives and fully texturized environments. Through case studies and activities, students develop the technical abilities to create 3D characters and environments.

Prerequisite(s): ART1005 and ART2013
Corerequisite(s):none

ART3006 Light and Colour

Light and colour are integral components in the development of a resonant image. Both are used to create depth and volume and are integral to the creation of an image that establishes focal points and conveys mood and meaning. Students use various 2D and 3D software tools while exploring the application of light and colour theory in the development of environmental and character-based imagery. Students apply lighting and colour theory through directed demonstrations and practical activities.

Prerequisite(s): none
Corerequisite(s):none

ART4001 Life Drawing 4: Personalized Rendering

The ability to manipulate the structure and proportions within a figure are key in character design. These skills allow for the development of unique concept art and illustrations, which can be marketable and enables the artist to differentiate themselves within their industry. In this culminating course, students develop a character of interest, bringing together life drawing techniques and principles from the previous life drawing courses. Students refine their personal style and experiment with proportions, shading, values and lines. Through drawing activities, students work with models to sketch and draw the human form and continue to hone their drawing techniques and develop unique character concepts.

Prerequisite(s): ART2009 and ART3001
Corerequisite(s):none

ART4002 Self-Directed Art Project: Creative Call-Out

Illustrators and Concept artists need to be entrepreneurial and should be developing visual content for publishers or studios. Students innovate and create visual content within a self-directed and focused cumulative project. This personalized project will encompass all facets of their chosen media including research, ideation, 'world-building', style, and various software applications. Working alongside faculty in a simulated studio environment, students are mentored through a creative call-out project and assume an entrepreneurial role where they create their own Intellectual Property. Through research, creative project development, pitch sessions, critiques, storyboarding and presentations, students prepare for future opportunities to market their talents and ideas to their industry.

Prerequisite(s): none
Corerequisite(s):none

DSN2100M Design Thinking

Human-centred approaches are among the best methods of generating innovative solutions for people at work, at home or within your community. Design thinking is a user-centred method of creative problem solving applicable any time you need to generate new ideas. It is about embracing mindset shifts and tackling problems from the user's perspective. Students learn the five-step process while involving the user each step of the way. Through research discussions and analysis, students work, first independently, then with a team, to emphasize with their users, define a problem, and then ideate, prototype and test an original solution that places people at the heart of a challenge.

Prerequisite(s): none
Corerequisite(s):none

ENL1813M Communications I

Communication remains an essential skill sought by employers, regardless of discipline or field of study. Using a practical, vocation-oriented approach, students focus on meeting the requirements of effective communication. Through a combination of lectures, exercises, and independent learning, students practise writing, speaking, reading, listening, locating and documenting information, and using technology to communicate professionally. Students develop and

strengthen communication skills that contribute to success in both educational and workplace environments.

Prerequisite(s): none
Corerequisite(s):none

ENL2026 Writing for Graphic Narratives

Graphic narratives, including comics, graphic novels, graphic memoirs, manga, etc., have surged in popularity during the 21st century, and illustration and concept artists are now often expected to work with both image and text. Students analyze a variety of graphic narratives, examine fundamental storytelling elements, write character profiles, develop engaging dialogue for scripts, and craft pitch proposals for screenplays. Through research, analysis, group discussion, and writing workshops, students develop keen creative and persuasive writing skills required for working at the intersection of visual and textual content.

Prerequisite(s): ENL1813M
Corerequisite(s):none

GED1408 General Education Elective

Students choose one course, from a group of general education electives, which meets one of the following five theme requirements: Arts in Society, Civic Life, Social and Cultural Understanding, Personal Understanding, and Science and Technology.

Prerequisite(s): none
Corerequisite(s):none

GED1408 General Education Elective

Students choose one course, from a group of general education electives, which meets one of the following five theme requirements: Arts in Society, Civic Life, Social and Cultural Understanding, Personal Understanding, and Science and Technology.

Prerequisite(s): none
Corerequisite(s):none