Visual Development for Entertainment

Ontario College Graduate Certificate   Program Code: 1440X01FWO

1 Year

Ottawa Campus

Our Program

Stir emotion through art with a career in visual storytelling.

In this one-year Visual Development for Entertainment Ontario College Graduate Certificate, you refine your artistic skills for a specialized career in the entertainment industry. As a visual development or concept artist, you take creative ideas and generate visual designs for a wide range of media products. This includes, but is not limited to, creating characters, prop designs, and environments that help tell the story of a film, show or video game. Building on your existing artistic knowledge, skills, and experience, you integrate current and emerging technologies and tools to enhance 2D and 3D entertainment industry outcomes. You develop project management, teamwork, visual research, and rapid visualization skills to refine and move concepts through industry-specific pre-production pipelines.

You apply your knowledge of cinematography to treat your art like a movie set creating believable concepts to augment the viewer experience. You enhance your artistic skills to evoke emotion through visual storytelling.

Develop problem-solving skills through art and design. You build leadership skills to produce, guide and manage studio-ready artwork for the film and entertainment industry. Working with industry experts through the conceptual process in a studio environment, you apply industry-standard technologies and techniques such as:

- visual development

- concept art

- digital drawing, painting and 3D modelling

- texture work

- matte painting

- motion capture art

- traditional and digital sculpting

- mixed media

- storyboarding

Throughout the program, you practise presenting, defending, validating, and adjusting your creative pitch to communicate solutions and sell your ideas. Each course contributes to the development of an industry portfolio that showcases your abilities to augment, refine, and deliver evidence-informed visual concepts and visual storytelling.

Graduates may find employment in a wide range of sectors of entertainment including:

- animation

- film and video production

- video game development

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- digital entertainment

SUCCESS FACTORS

This program is well-suited for students who:

- Are open to exploring various styles, techniques and technologies to enhance existing artistic skills and abilities.

Employment

Graduates may find employment as a(n) Art Director, Senior/Lead Concept Artist, Visual Development Artist, Character Artist, Environment Artist, Level Artist, Prop Artist, 2D or 3D Artist, Texture Artist, VFX Artist, Storyboard Artist, Lead Artist, Production Designer, Matte Painter, Background Painter, Clean-up Artist, Character Modeller, Lead Modeller.

Learning Outcomes

The graduate has reliably demonstrated the ability to:

- Pitch and defend evidence-informed concepts and artistic solutions with a variety of stakeholders to meet project goals.

- Produce conceptualized art in multiple formats using a pre-production pipeline process in a studio environment to meet stakeholder needs.

- Leverage existing and emerging technologies to drive innovative processes and outcomes for the visual development and concept art pipeline.

- Tailor and present a professional creative industries portfolio to meet the needs of a variety of entertainment sector requirements.

- Research, create, and prototype physical and digital deliverables to refine concepts and support visual problem solving.

- Apply entrepreneurial, business, and project management skills to facilitate the completion of individual and team entertainment industry deliverables.

- Contribute to and lead multidisciplinary projects while soliciting, providing, and incorporating ongoing feedback to promote respectful, inclusive, and collaborative creative development environments.

- Develop strategies for professional development to maintain currency, adapt to new technologies, and continuously improve creative skillsets.

- 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
ART0031	Concept Design 1	56.0
ART0032	3D Sculpting for VIsual Development	42.0
ART0033	3D Design Technology for Entertainment	42.0
ART0034	Industry Studio 1	84.0
ART0035	Visual Research and Communication	42.0
Level: 02	Courses	Hours

ART0041	Concept Design 2	56.0
ART0042	Production and Asset Development	42.0
ART0043	3D Design Technology	42.0
ART0044	Presentation and Pitch Development	42.0
ART0045	Industry Studio 2	84.0
MGT0125	Entrepreneurship for Independent Artists	42.0

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.

Admission Requirements for the 2024/2025 Academic Year

Program Eligibility

- Ontario College Diploma, Advanced Diploma, Degree or equivalent in the areas of Illustration, Concept Art, Game-Art, or Animation, OR

- Ontario College Diploma, Advanced Diploma, Degree or equivalent in any other field. Submission of a portfolio is required. Submission details can be found on the Algonquin College Additional Admission Requirements website:
 http://www.algonquincollege.com/admissionspackages .

- Applicants with partial post-secondary education (minimum two years full-time, in good academic standing) in any field will be
considered. Submission of a portfolio is required. 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 6.5 with a minimum of 6.0 in each band; OR TOEFL-Internet-based (iBT)-overall 88, with a minimum of 22 in each component: Reading 22; Listening 22; Speaking 22; Writing 22; OR Duolingo English Test (DET) Overall 120, minimum of 120 in Literacy and no score below 105.

Application Information

VISUAL DEVELOPMENT FOR ENTERTAINMENT
Program Code 1440X01FWO

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

Applications are available online 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)

- Michael Kent, mailto:kentm@algonquincollege.com ,

Course Descriptions

ART0031 Concept Design 1

The concept art and visual development process provides the framework to create and validate visual concepts for the entertainment industry. Students explore how to apply their existing artistic skills to an in-depth iterative process. Using digital art, visual storytelling, cinematography, visual research and art direction, students follow the creative pre-production pipeline. Students expand the artistic skill sets needed to problem-solve and execute refined concept art and visual development project deliverables. Through an iterative pipeline, students deliver visual outcomes and create concepts with a variety of current media technology and techniques.

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

ART0032 3D Sculpting for VIsual Development

In the entertainment industry, using 3D sculpting is a powerful pre-production tool. Students use sculpting techniques to convert conceptual ideas into tangible sculpture and 3D digital sculpts. Students define and refine transferrable sculpting skills applicable to creative fields across various entertainment industries. Topics include traditional and 3D sculpting techniques, creation of physical mock-ups, and prop development. Through sculpture, 3D printing and related software, students develop 3D spatial awareness and techniques to strengthen concept art and visual development across various media.

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

ART0033 3D Design Technology for Entertainment

Entertainment industry professionals must be proficient in transforming traditional creative skills into a digital context. Students explore a variety of 3D design tools to support the development of a technical mindset. Working with 3D technologies and modelling software, students develop skills that support the rapid iteration of concept art and visual development processes.

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

ART0034 Industry Studio 1

Creative industries require professionals who can lead and ideate solutions for complex conceptual and visual problems. Working in teams with an industry partner, students construct a visual, conceptual and creative approach to a large, industry-related project. Students leverage technology to progress through the stages of pre-production and project management pipelines for a variety of entertainment industries. Analyzing the production process of existing films and games, students strategize pipelines for current projects. Learning activities are studio-based and under the mentorship of a concept art and visual development practitioner.

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

ART0035 Visual Research and Communication

Research and communication skills are used to present, defend and validate creative ideas. Students apply research methodologies to source concept art references that support project concepts and vision. Students use a variety of tools and techniques to support visual development processes for ideation, brainstorming, research and design, and agile workflows. Students incorporate and reflect on feedback to implement strategies to develop workflows. Working through live-editing, students develop artistic rationales, synopses, and strengthen industry pitch and presentation skills to create packaged artwork for the next stage in the visual development pipeline for the entertainment industry.

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

ART0041 Concept Design 2

Detailed visual exploration and storytelling through the iterative process allows for a complete presentation of a proposed creative property. Students combine tools and techniques to focus on depth and detail, while implementing new technologies and developing their creative craft. Students explore how to complete visual representations of a proposed intellectual property (IP) and deliver a curated final product for the next step in the production pipeline. Students increase their speed in rapid visual development. Through multiple projects, students develop their proficiency in applying art direction skills and creative industry skill sets to their own creative workflows.

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

ART0042 Production and Asset Development

Developing and refining a finished product is essential in achieving the end goal in the production pipeline. Through exploration of advanced sculpting and production techniques students plan, ideate, prototype and test their skills in asset and prop development. Using 3D sculpting and new technologies, learners explore storytelling and visual design to develop assets for entertainment industry outcomes. Students use current and emerging technology and media to create a physical product for final pitch and display.

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

ART0043 3D Design Technology

As creative industries become increasingly digital, concept artists must understand the limitations and possibilities of the technologies they are leveraging. Students develop their creative mindset through the application of 3D design, lighting principles, texture and motion. Students expand their capacity to adapt to the latest, trending software and hardware to develop their concepts. Through creative projects, students strengthen their understanding of 3D and the value of continuous learning in the field.

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

ART0044 Presentation and Pitch Development

The ability to sell and clearly communicate your concept is essential to the visual development process in the entertainment industry. Building confidence in presenting ideas and active listening skills allows concept artists to achieve project goals. Students investigate the value of knowing their audience to support the creation of a targeted pitch. Through presentations, defending concepts, validating ideas, and adjusting based on feedback, students enhance their ability to communicate and defend their concepts.

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

ART0045 Industry Studio 2

The entertainment industry requires concept artists to collaborate with creative professionals in multiple areas of the pre-production pipeline to complete project goals. Students implement and culminate the full skill set of an emerging concept artist. Working with an industry partner, student teams apply a concept art and visual development approach for a capstone project. Under the art direction of an industry practitioner, students apply knowledge and skills to refine and deliver a visually pleasing creative project. Teams work collaboratively to manage project processes and deliverables to produce an art bible that represents collective works of the studio.

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

MGT0125 Entrepreneurship for Independent Artists

The successful entrepreneur is able to cultivate business opportunities for creative productions. Students examine the entrepreneurial mindset, exploring the characteristics of entrepreneurs and how these traits promote the ability to commercialize a creative idea in a financially sustainable way. Effective networking skills are emphasized. Students create business plans which are used to analyze the feasibility of commercializing new creative products and to promote ideas with potential investors. Students investigate a range of existing business models, and relevant modes of entrepreneurial business support for entrepreneurs in creative industries.

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