De Montfort University

Course Template

1. Basic information

- Course Name: Game Art Design
- Course Code: AM312A
- Level (UG, PG): Undergraduate
- Academic Period: 2014
- Faculty: Faculty of Technology
- Department: Media Design and Production
- PMB LMS
- Offered at: DM - DMU Leicester
- Type (single, joint.): SI
- Highest Award : Bachelor of Arts (Honours)
- All possible exit awards : Bachelor of Arts; Certificate of Higher Education; Diploma of Higher Education; Institutional Undergraduate Credit
- Award notes :

Professional Body Recognition
- Accreditation by Professional/Statutory body:

No

- Exemption by Professional/Statutory body:

No

- Details

- Modes of attendance: Main MOA: Full-Time
  Other MOA: Part-Time; Year Out/On Placement
- Mode Notes:

- Course leader: Michael Powell

2. Entry Requirements and Profile

A good portfolio and the following:
- Art and Design Foundation and/or
- 260 points with a minimum of 160 points from 2 full A levels and including Art and Design (AS/A level)
- National Diploma MMM
- International Baccalaureate: 28+ Points
- If English is not the first language a student will need an IELTS score of 6.5 or higher
- Mature students (21+) are encouraged to apply and are selected on individual merit
- All equivalent qualifications are welcome and applicants are considered individually
- Applicants with Key Skills Qualifications are encouraged to outline these in their personal statement
- All applications should also include a strong GCSE profile (including English at Grade C or above) and evidence of an interest in the subject illustrated through personal statement

3. Course Description

Characteristics and Aims

The course offers an environment for developing practical skills, knowledge and understanding to develop technically accomplished artists.

Practical projects focus on asset creation as the primary vehicle to develop technical skill and creativity. Students will graduate with a portfolio demonstrating their capabilities and talents that includes 2D digital and traditional artwork, 2D textures and 3D models covering props, environments, vehicles and characters.

Throughout the course students will be encouraged to develop research, analytical and evaluation skills to help them present visual, written and verbal assignments in an intelligent, coherent and confident manner.

The course actively supports professional practice, including offering 'live' client briefs, frequent industry lectures and projects, and a range of internships in the UK, Europe, and India. There is also an exchange programme with the University of Advancing Technologies game art course in Phoenix, Arizona.

It will equip students to secure employment within the game development and 3D visualisation and simulation industries, or within the broader Creative Industries.

Teaching, Learning and Assessment Strategies

The course features regular guest lectures and workshops from a range of professional game artists, producers, art directors and others giving students a unique opportunity to experience first-hand what it takes to design successful game content.

The curriculum focuses on content creation with three distinct themes:
- Game Production covers the practical exploration of content creation
- Visual Design develops fundamental art skills, such as life drawing and digital painting
- Critical Game Studies links the 2D and 3D elements and contextual knowledge in visual art, game culture, technology and business/industry to develop professional skills and attributes

A vibrant studio culture encourages individuals to achieve their full potential. Learning is supported by practical workshops, seminars and lectures. Extensive use is made of online tools to support an enthusiastic course community.

Assessments include regular presentations of artwork and practical projects for peer, tutor and industry critique. In the final year, students will produce your own portfolio of professional standard work, guided by artists from the game industry and the teaching team.

4.   **Outcomes**

Generic outcome headings	What a student should know and be able to do upon completion of the course
• **Knowledge & understanding**	- Articulate and synthesise knowledge and understanding founded on current theoretical, philosophical and methodological paradigms in the contexts of creative practice, employment, further study, research and personal development - Evaluate, appraise and articulate history, cultural context and practical application of game art through practical study and exploration - Apply, consolidate and extend their learning in different contextual frameworks and situations, both within and beyond the field of art and design - Apply, consolidate and extend knowledge of technology and design to inform own work
• **Cognitive skills**	- Analyse, synthesise and evaluate knowledge, visual images, information and experiences - Formulate independent judgements - Articulate reasoned arguments through reflection, review and evaluation - Formulate reasoned responses to the judgements of others
• **Subject specific skills**	- Select, test and make appropriate use of creative tools and techniques

	- Develop ideas through to material outcomes, eg images, assets, products, systems and processes, or texts - Develop research skills to identify and sustain creative solutions to design problems - Evaluate, appraise and articulate the designer's relationship with audiences, clients, markets, users, consumers and/or participants - Evaluate, appraise and articulate the significance of the works of other practitioners - Evaluate, appraise and articulate key issues arising from integrating technology and design - Generate ideas, concepts, proposals, solutions or arguments independently and/or collaboratively in response to set briefs and/or as self-initiated study
• **Key Skills**	- Communication - articulate ideas and information in visual, written and oral forms and present ideas and work to audiences in a range of situations - Information skills - source, navigate select, retrieve, evaluate, manipulate and manage information and to select and employ appropriate communication and information technologies - Improve own learning and performance through reflection, review and evaluation - Self-management - to study independently, set goals, manage workloads and meet deadlines, to anticipate and accommodate change and to work within the context of ambiguity, uncertainty and unfamiliarity - Interact effectively with others through collaboration, collective endeavour and negotiation

5.   Structure and Regulations

Relationship Details

Module	Credits	Level	Take/Pass	Semester	Locations
GAME1002	**30.00**	**1**	**Must Take**	**Y**	**DM**
GAME1003	**45.00**	**1**	**Must Take**	**Y**	**DM**
GAME1004	**45.00**	**1**	**Must Take**	**Y**	**DM**
SANA1000	**0.00**	**1**	**Neither**	**Y**	**DM**
GAME2002	**30.00**	**2**	**Must Take**	**Y**	**DM**
GAME2003	**45.00**	**2**	**Must Take**	**Y**	**DM**
GAME2004	**45.00**	**2**	**Must Take**	**Y**	**DM**
GAME3001	**60.00**	**3**	**Must Take**	**Y**	**DM**
GAME3004	**60.00**	**3**	**Must Take**	**Y**	**DM**

Structure

Structure notes

Course Specific Differences or Regulations

Numbers at sites, including partner institutions