



INTENSIVE CODE CAMP

CONCEPT ART

Digital Arts and Design Academy

2024/2025

Be one of our Graduates Family

Track Overview

Information Technology Institute

People Develop Countries .. We Develop People



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-  +202-35355656
-  28 Km Cairo / Alexandria Desert Road,
B148 Smart Village, Egypt
-  Intensive Training Program
-  www.iti.gov.eg

Concept Art



DESCRIPTION

This Concept Artist study track is designed to provide students with the foundational skills necessary to excel in digital art and design. The curriculum covers essential topics such as the basics of Photoshop, drawing fundamentals including perspective, anatomy, shading, and lighting, as well as character and environment design. Additionally, students will learn the principles of storyboarding and the basics of filmmaking to understand directing and visual storytelling. The track aims to produce well-rounded concept artists who can specialize as character designers, environment designers, storyboard artists, or digital illustrators for comics or children's books. This study track is intended for talented individuals, whether they have prior experience in art or not, but who possess the passion and dedication required for success in the field.



WHO MAY APPLY

This study track is open to Egyptian university graduates who meet the application requirements and possess artistic talent or have prior experience in art education. Applicants should demonstrate a strong desire to pursue a career in this field and be fully committed to their studies throughout the duration of the program.

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TRACK DURATION

The duration of the study is four months.



DELIVERY APPROACH

It is a combination of Blended learning, Project-Based Learning, Mentoring, Apprenticeships and Workshops. Through lectures, workshops, presentations, and group discussions, you will learn from experienced staff that will mentor you as a junior designer, who divide their time between teaching and working in industry.

You'll interact with key people from the industry during studying at the track.

BEFORE YOU APPLY

- We recommend, before applying, that you have a background in art or design, or have experience in any form of manual or digital arts. This may include studying or practicing such arts. Additionally, it is essential that you possess the motivation and passion required for intensive professional study. During the technical interview, we will request you to provide a link containing any works in art, design or skills in design software that can assist us in evaluating your abilities.
- You can explore various resources that may aid your learning; some are free, and others offer trial periods:

<https://youtu.be/Wl5CQwmG3uc?si=8zSri6uYmMly0Ruc>

<https://youtu.be/4Fb3czArLNw?si=oizzuDI7OhN079ri>

<https://www.classcentral.com/report/best-drawing-courses/>

https://www.youtube.com/playlist?list=PL-i_GDP6hCKIHxwGiguwu5z3xtYPhjrQK

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GRADUATE PROFILES

Concept Artist:

Develops visual concepts for characters, environments, and other elements in films, games, or animation. Utilizes skills in Photoshop, drawing fundamentals, and design principles to create compelling and imaginative visuals that align with the project's vision.

Character Designer:

Specializes in designing characters, focusing on their appearance, personality, and visual style. Uses anatomy, perspective, and lighting knowledge to create characters that are both visually appealing and suitable for animation or illustration.

Environment Designer:

Focuses on creating detailed and immersive environments for various media. This role requires a strong understanding of perspective, lighting, and environmental storytelling to design settings that enhance the narrative and visual experience.

Storyboard Artist:

Translates scripts into visual sequences, creating storyboards that depict the flow of scenes, camera angles, and key moments. This role requires a solid understanding of film fundamentals, including directing and storyboarding techniques.

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GRADUATE PROFILES

Digital Illustrator for Comics or Children's Books:

Creates illustrations for digital comics or children's books, focusing on storytelling through visuals. This role involves character and environment design, as well as the ability to convey emotion and narrative through art.

These roles are ideal for graduates who are passionate about art, whether they have prior experience or are new to the field, but who possess the necessary talent and dedication to succeed.



REQUIRED TOOLS

Required Software

Candidates are working together using a variety of 2D Software:

- Adobe Photoshop
- Ai Graphic Design Tools ((Like: Firefly, Microsoft Designer, DALL-E Craiyon, Mi journey, Canva AI and More)

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REQUIRED TOOLS

Recommended Hardware

Concept Art typically requires hardware that can handle graphic-intensive tasks and video processing. Here are the recommended hardware specifications:

1- Drawing tablet

2- Powerful Computer:

- Processor (CPU): Multi-core processors (e.g., Intel Core i7 or i9, AMD Ryzen 7 or 9) for faster rendering and multitasking.
- RAM: 16 GB or more for smooth performance when working with large files.
- Graphics Card (GPU): A dedicated GPU with ample VRAM, such as NVIDIA GeForce RTX or AMD Radeon Pro, for real-time rendering and playback.

Storage:

- Solid State Drive (SSD): A fast SSD for the operating system and software to ensure quick loading times.

Additional HDD or SSD for storing project files and media.

Output Devices:

- High-resolution monitor with good color accuracy for precise visual editing (e.g., 4K resolution).
- Quality headphones or speakers for audio editing and synchronization.
- Graphic Tablet.

Internet Connection:

- A reliable high-speed internet connection for downloading assets, updates, and collaborating with others.

Backup Solutions:

- External hard drives or cloud-based storage for regular backups of your projects.
- Suitable webcam and external Professional mouse

Optional Accessories:

- Dual monitors for increased workspace and efficiency.
- External graphics card (eGPU) for additional graphics power, especially useful for laptops.
- Adjustable desk and chair for comfort during long working hours.

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TRACK PRACTICES

Throughout the Concept Art track, students are engaged in practical projects designed to build a comprehensive portfolio by the end of their training. These projects range from small assignments within courses to a final graduation project. The aim is to develop a diverse set of skills and showcase their ability to create compelling concept art.

Concept Art



OVERALL LEARNING JOURNEY OUTLINE

38%

Art Fundamental

Introduction To CG Pipeline
Art History
Introduction To Adobe Photoshop
Sketching Fundamentals
Free Perspective
Digital Painting Fundamentals
Line Art Fundamentals
Script Writing Essentials
Film Language Basics
Storyboard Fundamentals

12%

Environment design

Environment Design Fundamentals
Environment Design Applications
Assets Design Essentials

15%

Characters design

Anatomy Illustration Fundamentals
Character Design Fundamentals
Caricature Essentials
Character Design Applications

12%

Advanced techniques & application

Color and Light for Artist
Concept Art Techniques
Comics Illustration

12%

Portfolio Building

Freelancing Fundamentals
Portfolio Making
Graduation Project

11%

Life Skills

Communication Skills
Presentation Skills
Time Management

OTHER USEFUL INFORMATION

Distinguished lecturers from both industry and academia, critical reviews of students' work, business sessions with some field experts.