



TQF3 Course Specification

Section 1 General Information

1. Course Code and Title

ICFA 335 Character and Concept Design

2. Number of Credits

4(2-4-6)

3. Curriculum and Course Type

3.1 Program Communication Design

3.2 Type of Subject Minor Course / Elective

3.1 Program of Study

Fine Applied Arts Minor Program

International Program

3.2 Course Type

Elective / Minor Course

4. Course Coordinator and Instructor Dr Millicent Young

FAA – millicent.you@mahidol.edu

Cheewapong Thitiwongthaveewate email chee.benz@gmail.com

5. Trimester/Class Level

Tri 1 / 1/2/3

5.1 Trimester

Tri 1 2023

5.2 Number of Students Allowed Approximately 25 Students

6 (Pre-requisite)none.....

7 (Co-requisites)none.....

8. Study Site Location **A639** Adityathorn Building, Mahidol University International College

9. Date of Preparation/Latest Revision of the Course Specifications

Day 25 Month August Year.. 2023



Section 2 Aims and Objectives

1. Aims of the Course

To provide a course on fundamental tools for designing and developing concepts and character for narratives; including workflow development and construction processes; introducing and applying design principles and narrative theory; an understanding of the technological and design constraints of the applications and production outputs.

2. Objectives of Course Development/Revision

To provide a course that introduces students to the fundamental tools for designing and developing concepts and character for narratives; to understand the development and construction processes through the creative production of a concept and character bible. To introduce and apply design principles and narrative theory to interpret texts in various genre, styles and techniques and to visualise it's potential. To apply knowledge and creativity in teams and individually to design effective concepts and characters that communicate ideas for narratives.

2.2 Course-level Learning Outcomes (CLOs)

By the end of the course, students will be able to (CLOs)

CLO 1 Describe the design techniques, principles, narratives and processes of effective concept art and character design with suitable medium and software and technical applications

CLO 2 Demonstrate application of key principles of aesthetics and design, and narrative theory used to make selective judgements to create functional concepts and characters for media texts.

CLO 3 Demonstrate experimentation of techniques, concepts and decision-making processes to coursework sketchbooks and final presentation

CLO 4. Understand the relationship of concept and character design to social, cultural and economic contexts, client briefs and target audience.



CLO5 Explain various approaches to express opinions, decisions and ideas that engage your practice-led craft approach and participate and reflect in critique discussion

CLO6 Demonstrate relevant research in to contemporary practitioners design ideas

Section 3 Course Description and Implementation

3.1 (Course Description)

An introduction, practice and application to the fundamental tools for designing and developing concepts and character for narratives; including familiarity with key principles of design, aesthetics and basic understanding of simple narrative structure; understand the development and construction processes; technical proficiency with suitable media and software processes for designing concept and character bible for various media platforms and audiences

3.2 Number of Hours Per Semester

Theory (hours)	Practice (hours)	Self-study (hours)
24	48	72

3.3 Number of Hours per Week for Individual Advice

4 hours advising as per Trimester Office times on timetable

Section 4: Development of the expected learning outcomes

1. A brief summary of the knowledge or skills expected to develop in students; the course-level expected learning outcomes (CLOs)

By the end of the course, students who successfully complete the course will be able to:

CLO 1 Describe the design techniques, principles, narratives and processes of effective concept art and character design with suitable medium and software and technical applications

CLO 2 Demonstrate application of key principles of aesthetics and design, and narrative theory used to make selective judgements to create functional concepts and characters for media texts.

CLO 3 Demonstrate experimentation of techniques, concepts and decision-making processes to coursework sketchbooks and final presentation



CLO 4. Understand the relationship of concept and character design to social, cultural and economic contexts, client briefs and target audience.

CLO5 Explain various approaches to express opinions, decisions and ideas that engage your practice-led craft approach and participate and reflect in critique discussion

CLO6 Demonstrate relevant research in to contemporary practitioners design ideas

How to organize learning experiences to develop the knowledge or skills stated in number 1 and how to measure the learning outcomes

Course Code	Teaching and learning experience management	Learning outcome measurements
CLO1	Lecture Discussion Demonstration Practice	Individual/ Group assignments In class discussion Writing Creative Product
CLO2	Discussion Practice	Mid Term and Final Creative Product
CLO3	Practice Research	Individual/ Group assignments Final Creative Product
CLO4	Discussion Demonstration Research	Sketchbook Writing Critique Final Presentation
CLO5	Discussion	Critique
CLO6	Research Practice	Sketchbook Supporting documentation for Final creative product



SECTION 5 LESSON PLAN AND EVALUATION

1. (Lesson Plan)

Week Class	Topic/Details	Number of hours		Online Sessions	On- Campus	Instructors	Note
		In-Class sessions	Lab sessions				
1 9/1/24 11/1/24	Introduction to the course Basic language for concept and character design principles and narratives	2	4	ALL		Dr Millie Young	
2 16/1/24 18/1/24	concept artists styles and storytelling design processes	2	4	ALL		Dr Millie Young	
3 23/1/24 25/1/24	Interpreting Narratives - (Love & War) story board + character concept	2	4	ALL		Dr Millie Young	
4 30/1/24 1/2/24	Interpreting Narratives (Project - Love & War) storyboard + character concept	2	4	ALL		Dr Millie Young	
5 6/2/24 8/2/24	Character designing – concepts development to model	2	4	ALL		Cheewapong Thitiwongthaveewate	



Week Class	Topic/Details	Number of hours		Online Sessions	On- Campus	Instructors	Note
		In-Class sessions	Lab sessions				
6 13/2/24 15/2/24	Character gesture poses accessories	2	4	ALL		Cheewapong Thitiwongthaveew ate	
7 20/2/24 22/2/24	Backgrounds and World building	2	4	ALL		Cheewapong Thitiwongthaveew ate	
8 27/2/24 29/2/24	Character Pitches	2	4	ALL		Cheewapong Thitiwongthaveew ate	
9 5/3/24 7/3/24	Concept to Layout design	2	4	ALL		Dr Millie Young	
10 12/3/24 14/3/24	Final Project: Brief, Target Audience + Research	2	4	ALL		Dr Millie Young	
11 19/3/24 21/3/24	Final Project – practice + development	2	4	ALL		Dr Millie Young	



Week Class	Topic/Details	Number of hours		Online Sessions	On- Campus	Instructors	Note
		In-Class sessions	Lab sessions				
12 26/3/24 28/3/24	Final Project– practice + presentation	2	4	ALL		Dr Millie Young	
	Total	24	48				

2. Evaluation of the CLOs

2.1 Measurement and Evaluation of learning achievement

a. Formative assessment

- Targeted questions
- In Class Discussion
- Worksheets
- Individual Feedback on homework and Presentations
- Revision

b. Summative assessment

(1) Tool and weight for measurement and evaluation

Learning Outcomes	Assessment Methods	Assessment Ratio (Percentage)	
CLO 1 Describe the design techniques, principles, narratives and processes of effective concept art and character design with suitable medium and software and technical applications	Sketch book Process evidence Written and verbal discussion	10	10%
CLO 2 Demonstrate application of key principles of aesthetics and design, and narrative theory used to make selective judgements to create functional concepts and characters for media texts.	Sketch book Process evidence Creative Products	20	20%



CLO 3 Demonstrate experimentation of techniques, concepts and decision-making processes to coursework sketchbooks and final presentation	Sketch book, Process development Creative Products Final Presentation	30	30%
CLO 4. Understand the relationship of concept and character design to social, cultural and economic contexts, client briefs and target audience.	Written and verbal discussion supporting Final Presentation	20	20%
CLO5 Explain various approaches to express opinions, decisions and ideas that engage your practice-led craft approach and participate and reflect in critique discussion	In Class Discussions One to one critique Final Presentation	10	10%
CLO6 Demonstrate relevant research in to contemporary practitioners design ideas	Sketch book, Process development Written Assignment Final Presentation	10	10%
Total			100%

(2) Measurement and evaluation

Rubric scoring

Grade	Achievement	Final score (% range)
A	Excellent	90-100
B+	Very Good	85-89
B	Good	80-84
C+	Fairly Good	75-79
C	Fair	70-74
D+	Poor	65-69
D	Very Poor	60-64
F	Fail	Less than 60

ASSESSMENT CRITERIA FOR ATTENDANCE AND PARTICIPATION



Assessment Criteria	Excellent (A)	Very Good (B+)	Good (B)	Fair (C+)	Fair (C)	Pass (D+)	Pass (D)	Poor (F)
Attendance	Attend all classes Often participated in class activities	Attend 90% or more but less than 100% of classes with evidence Sometimes participated in class activities,	Attend 90% or more but less than 100% of classes with no evidence Sometimes participated in class activities,	Attend 85% or more but less than 90% of classes with evidences Occasionally participated in class activity	Attend 85% or more but less than 90% of classes with no evidences Occasionally participated in class activity	Attend 80% or more but less than 85% of classes with evidences Rarely participated in class activity	Attend 80% or more but less than 85% of classes with no evidences Rarely participated in class activity	Fail to attend 80% of the class. Students are not allowed to take their final examination. Never participated in class activity

Assignments

ASSESSMENT CRITERIA FOR PRACTICAL ASSIGNMENTS/ DISCUSSION					
Criteria	Excellent (A)	Good (B to B+)	Fair (C to C+)	Very poor (D to D+)	Fail (F)
Knowledge and comprehension	Demonstrated comprehensive knowledge and understanding of the subject.	Demonstrated good knowledge and understanding of the subject.	Demonstrated satisfactory knowledge and understanding of the subject.	Demonstrated a very limited knowledge and understanding of the subject.	Demonstrated very poor knowledge and understanding of the subject.
Application	Demonstrated substantial application of concepts and technical skills effectively	Demonstrated clear application of concepts and technical skills effectively	Demonstrated satisfactory application of concepts and technical skills effectively	Demonstrated very limited ability to apply concepts and technical skills effectively	Unable to apply concepts and technical skills effectively



Analysis	Demonstrated clearly the ability to analyze and draw appropriate and inventive conclusions.	Demonstrated good effort in analyzing and drawing conclusions.	Satisfactory evidence of analyzing and drawing conclusions	Minimal evidence of analyzing and drawing conclusions.	Inability to analyze and draw conclusions.
Aesthetics	Demonstrated full understanding of the principles of art and design to develop appealing and consistent images	Demonstrated clear understanding of the principles of art and design to develop mainly appealing and consistent images	Demonstrated satisfactory understanding of the principles of art and design to develop mainly appealing images with some inconsistencies	Demonstrated limited understanding of the principles of art and design to develop some appealing images with many inconsistencies	Demonstrated limited to no understanding of the principles of art and design to develop images with many inconsistencies and limited appeal

ASSESSMENT CRITERIA FOR FINAL AND IN CLASS PRESENTATIONS					
Assessment Criteria	Excellent (A)	Good (B to B+)	Fair (C to C+)	Very poor (D to D+)	Fail (F)
Key Principles	Understanding of key Principle is tight and clearly-focused; accurate explanation of key concepts and theories; excellent applications of theory; use of accurate information;	Understanding of key Principle is adequately focused and relevant; explanation of key concepts and theories are mostly accurate; some good applications of theory; minor inconsistency	Understanding of key Principle needs more focus; some inaccurate explanation of key concepts and theories; fair amount of inaccuracy in the information;	Understanding of key Principle lacks relevance and focus; inaccurate or incomplete explanation of key concepts and theories; distractive amount of inaccuracy in information;	Absence of relevance and focus in Understanding of key principle; no reference is made to theory; highly inaccurate information frequents;



		and inaccuracy in information;			
Organization	Extremely well-organized; clear and logical sequence of ideas; the presentation is clear and concise	Generally well-organized; mostly clear and logical order of ideas; the presentation is generally clear and understandable	Somewhat organized; a few ideas are not presented in proper order; some parts of the presentation may be wordy or unclear	Poor organization; many ideas are not presented in proper order; most parts of the presentation are wordy or unclear	Absence of organization; a lack of proper sequence of ideas; the presentation is not intelligible
Creativity & Use of technology	Excellent use of presentation techniques and technology to enhance presentation and capture audience's attention.	Some good attempts in using presentation techniques and technology to enhance presentation and capture audience's attention	Attempts in using presentation techniques and technology are not very effective.	The presentation is generally flat and dull.	Use of inappropriate techniques which produce negative effects for the presentation.
Visual and Creative application	Visually appealing, consistent and innovative use of creativity and story telling	Visually appealing, mainly consistent and some use of creativity and story telling	Visually appealing with some inconsistencies with some use of creativity and story telling	Visually limited appeal, inconsistencies with some creativity and story telling	Visually unappealing, inconsistencies with limited creativity and no story telling



Re-examination (If course lecturer allows to have re-examination)

N/A

3. Students' Appeal

Addressed initially via Instructor; follow up if necessary with Program Director then Chairman.

Section 6 Teaching Resources

1. Required Texts

– N/A

2. Recommended textbooks and/or other documents/materials

1. White, Tony. (1986) The Animators Workbook: step-by-step Techniques of Drawn Animation. Phadian
2. Williams, R. (2002). The Animation Survival Kit (A Manual of Methods, Principles + Formulas for Classical, Computer, Games, Stop Motion + Internet Animators). Faber & Faber.
3. Muybridge E. The Human Figure in Motion
4. Muybridge E. Animals in Motion
5. Polson, Tod. (2013). The Noble Approach: Maurice Noble and the Zen of Animation Design. Chronicle Books.
6. The Visual Story: Creating the Visual Structure of Film, TV and Digital Media Bruce Block
7. Elliott Lilly The Big Bad World of Concept Art for Video Games: An Insider's Guide for Students 2015
8. Kan Muftic Figure Drawing for Concept Artists 2017
9. Amid Amidi The Art of Pixar: 25th Anniversary.: The Complete Color Scripts and Select Art from 25 Years of Animation 2011.

3. Suggested Materials

1. The Art of Disney /Pixar/DreamWorks compilations
2. Halas, J., and Whitaker, H. (2002). Timing for Animation. Focal Press
3. Johnston, O., and Thomas, F. (1995). The Illusion of Life: Disney Animation (Revised edition). Disney Editions.
4. Blair, P. (1995). Cartoon Animation (The Collector's Series). Walter Foster Publishing.
5. Culhane S. (1988) Animation From Script to Screen Columbus Books Ltd
6. Roberts, S. (2007) Character Animation: 2D Skills for better 3D Focal Press
7. Mattesi. M. (2000) Force: Character Design from Life Drawing Focal Press
8. Amidi, A. Cartoon Modern: style and Design in the Fifties

9. Other Resources (if any)

Blu-ray/DVD

Supplementary handouts

Visual references



Section 7 Evaluation and Improvement of Course Implementation

1. Strategy for Course Effectiveness Evaluation by Students

Informal discussion and feedback

Formal student evaluations

2. Strategy for Teaching Evaluation

Peer observation

Talking to and sharing with peers teaching methods

3. Teaching Improvement

Collating exemplar work for reference

Feedbacks from students

Dialogue with peers

Updating teaching methods through attending conferences or seminars

4. Verification of Standard of Learning Outcome for the Course

Comments from students on learning outcomes and evaluation criteria

Formative feedback to student's project and papers are clearly explained and commuted to students

Comments from students on feedback

5. Revision Process and Improvement Plan for Course Effectiveness

Dialogue with peers and people in the industry of their opinion on the outcome

Appendix

Table 1 The relationship between course and Program Learning Outcomes (PLOs)

Communication Design Studio	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6
ICFA XXX	R	RP	R	P	R	P

I = PLO is Introduced and Assessed

P = PLO is Practiced and Assessed

R = PLO is Reinforced and Assessed

M = Level of Mastery is Assessed

Table 2 The relationship between CLOs and PLOs (Number in table = Sub LOs)



(Course Code)	Learning Outcomes in General Education (MU-GE LOs)					
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6
CLO 1 Describe the design techniques, principles, narratives and processes of effective concept art and character design with suitable medium and software and technical applications				4.4		
CLO 2 Demonstrate application of key principles of aesthetics and design, and narrative theory used to make selective judgements to create functional concepts and characters for media texts.	1.1	2.2		4.1		6.4
CLO 3 Demonstrate experimentation of techniques, concepts and decision-making processes to coursework sketchbooks and final presentation		2.1		4.2		6.3
CLO 4. Understand the relationship of concept and character design to social, cultural and economic contexts, client briefs and target audience.		2.3		4.3		
CLO5 Explain various approaches to express opinions, decisions and ideas that engage your practice-led craft approach and participate and reflect in critique discussion		2.3			5.1	6.2
CLO6 Demonstrate relevant research in to contemporary practitioners design ideas	1.2					

Table 3 The description of PLOs and Sub Los for the course

PLO1 Classify the design problem in order to set the scope of work	1.1 Identify the practical design problem and define the appropriate target group to be able to search for a design solution
	1.2 Develop potential visual research and analyze accurate information
PLO2 Create and develop solutions for design problems	2.1 Generate initial ideas effectively responding to the complex design problem
	2.2 Apply design theories and principles in developing the concept, and create various executions and solutions with the appropriate techniques, technology, and media choices



	2.3 Assemble the final work, as well as present, critique, and revise the design
PLO3 Exercise autonomy and Self-motivation	3.1 Demonstrate leadership skills, including taking initiative, displaying self-confidence, and making impactful decisions
PLO4 Solve design problems with an innovative approach	4.1 Develop original and innovative design solutions with a unique approach using creativity enhancing exercises 4.2 Transform raw information from research into new insights 4.3 Apply critical thinking skills in preparing the design solution 4.4 Demonstrate and adapt use of appropriate technology in the design solution
PLO5 Demonstrate professionalism in Communication Design, including ethical and responsible conduct	5.1 Show respect for the profession with a positive approach to co-workers and clients 5.2 Conduct proficient competency with industry standards 5.3 Demonstrate an understanding of copyright and intellectual property laws including guidelines of ethical practice in design
PLO6 Develop management and organizational skills	6.1 Demonstrate collaborative skills, individually and within teams, including delegating responsibilities 6.2 Utilize effective communication skills, including consulting and negotiation 6.3 Applying logic to complex organizational challenges 6.4 Demonstrate ability to deliver quality work on time and within budget