ACADEMY *of* ART UNIVERSITY®

School of Visual Development

Contents

Program Overview

Have you ever wondered how elaborate scenes and characters are created for film or how the fantastical worlds of video games are realized? Visual development artists are the key figures of a production pipeline—setting the artistic design and even the moods for the images that entertain us.

OUR MISSION

At the School of Visual Development, you gain the skills needed to realize anything you can imagine in traditional and new media. Whether you're interested in creating elaborate scenes and characters for movies or for video games—or concepts for both— our Visual Development courses teach you the skills to create an artistic portfolio of work that you can carry into your career.

Our hand-on Visual Development courses teach the skills that will prepare you to pursue a career as a character designer, matte painter, or concept artist. Study everything you'll need to embark on a creatively rewarding visual development career, including composition, perspective, environment design, figure drawing, and character design. Our experienced faculty will help align the technical skills you'll gain with your conceptual aesthetic.

WHAT SETS US APART

- Our Visual Development programs are all offered onsite and online
- We are located in San Francisco, one of the most dynamic and creative cities in the world
- Our alumni graduate with a portfolio of quality student artwork that will give them an edge as they enter the industry
- Graduates have been hired as visual development artists for Disney Interactive, Facebook, Blizzard Entertainment, and Zynga, based on the strength of their portfolios and performance as interns at these companies

Student work by Carlos Vázquez >

What We Teach

Our degree programs are designed to equip aspiring artists and designers with a comprehensive toolbox of marketable skills that lead to success in the visual development industry. Few schools offer better training and more hands-on learning experiences than Academy of Art University.
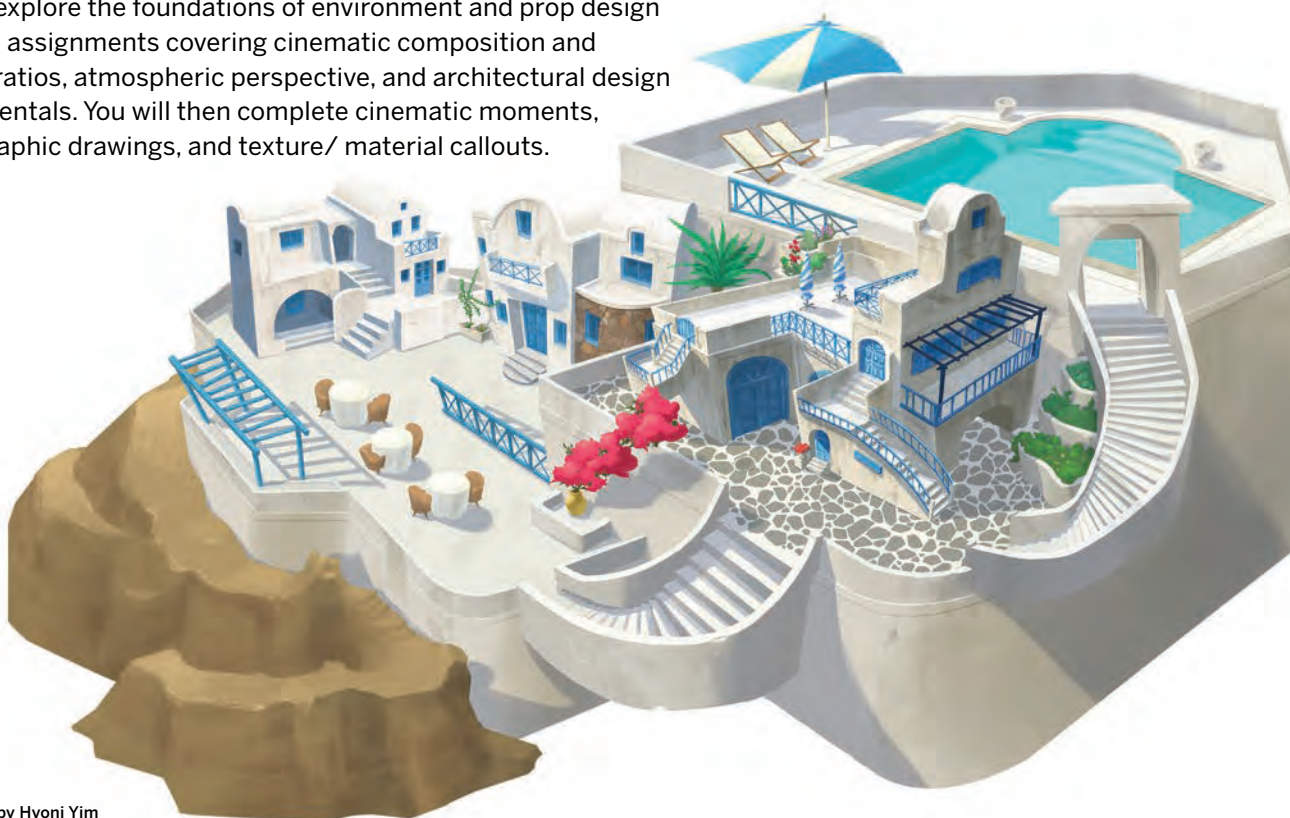
THE VISUAL DEVELOPMENT PROGRAM

Our curricula reflect the latest industry standards and needs. You will learn by utilizing the newest technology and collaborating on cross-discipline projects that will prepare you for the industry—to be ready to visualize and realize imaginative new horizons in a number of career areas.

Our faculty of industry professionals will provide the arts, design, and sciences foundations necessary to succeed as a visual developer in classes designed to help you fine-tune ideas and develop new approaches to your craft. You will hone your communication and organization skills and innovate in order to help create the characters and environments that will shape the 21st century.

FUNDAMENTALS OF ENVIRONMENTS & PROP DESIGN

We will explore the foundations of environment and prop design through assignments covering cinematic composition and aspect ratios, atmospheric perspective, and architectural design fundamentals. You will then complete cinematic moments, orthographic drawings, and texture/ material callouts.

Student work by Hyoni Yim

Student work by Shannon Munayyer

VISUAL ELEMENTS OF STORY

We will introduce you to the various aspects of visual elements of story, including character development, cinematic composition, color theory, and perspective principles. You will study the painting process by completing character designs, cinematic thumbnails, value and lighting studies, color roughs, and final production paintings.

VISUAL DEVELOPMENT FOR WEB & MOBILE GAMING

You will create functional game-ready assets formatted and optimized for mobile and Web platforms. We will cover character design for games, graphic optimization, vector tools, and other industry standards so you may deliver a complete game environment featuring user interface and marketing elements.

VISUAL DEVELOPMENT FOR LIVE ACTION

In this advanced course, we will teach you the concepts for organic and hard surface assets. You will generate thumbnail drawings and complete clean line drawings and value/color studies before executing a final 2D or 3D concept image. Strong sketching, drawing, and painting skills, as well as an understanding of color, light, and perspective will be required.

Student work by Yu Lu

Student work by Siana Park

Student work by Young Kim

Faculty work by Jeremy Saliba

Student work by David Lantz

Student work by Simona Ceccarelli

CHARACTER DESIGN

You will first draw from life with an emphasis on quick studies, line of action, volume, and caricature, delivering complete character designs (model sheets, turnarounds, expressions, and poses), as well as a completed maquette.

Faculty

We believe that the best teachers are actual working creatives. That is why our faculty is comprised of nationally recognized art and design experts who maintain careers on the leading edge of industry trends and challenge you to reach your creative potential.

Student work by Ruby Wang

Nicolás Villarreal
Director

Nicolás Villarreal graduated with honors from the Master's program at the Academy of Art University in 2002. He has worked as a traditional animator, character designer, sculptor, and visual development artist for film and video game companies, including Walt Disney Studios, Sony Computer Entertainment, Jim Henson Studios, Sega, Digital Domain, Reel FX, and Amazon Studios.
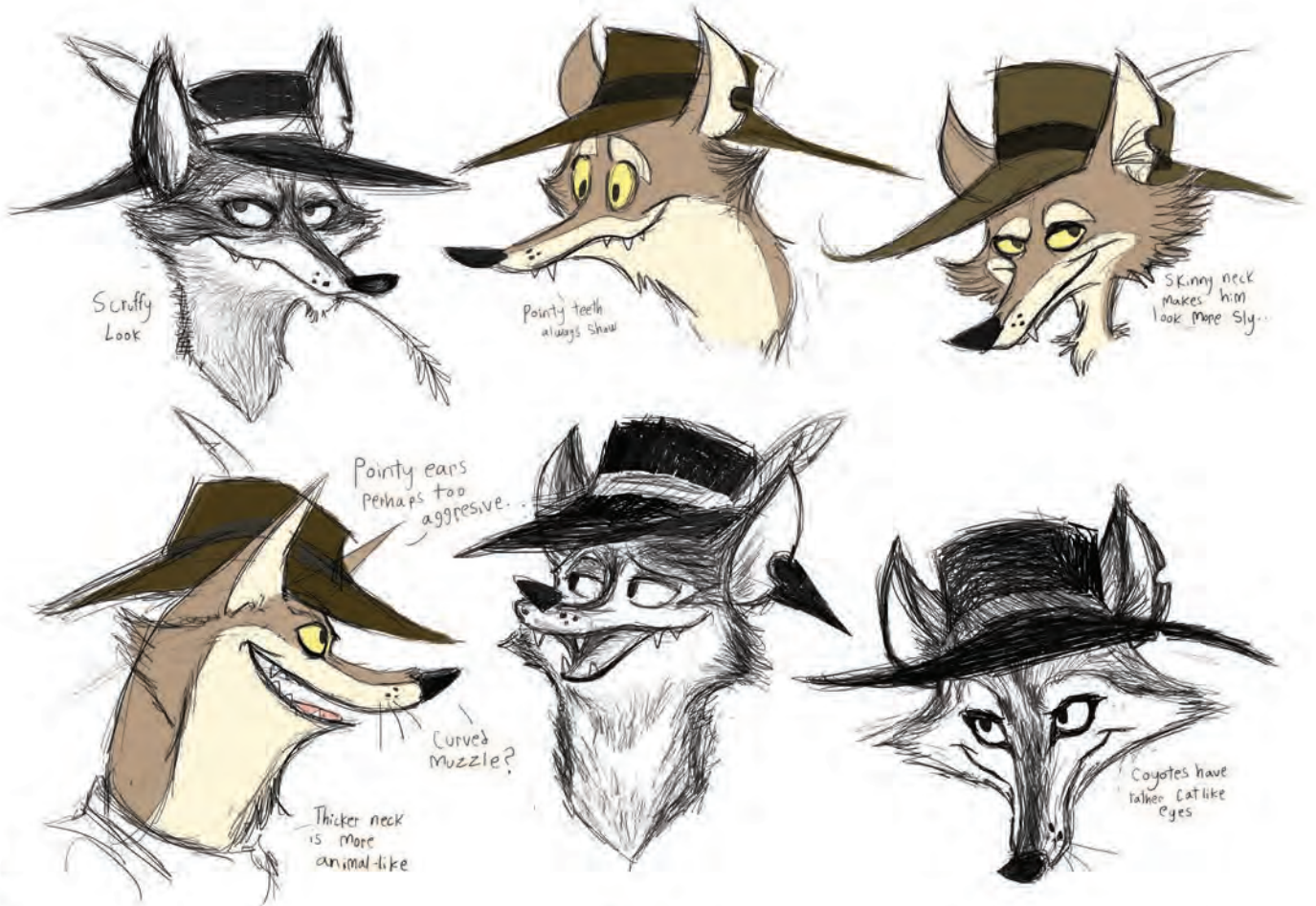
Chris Carman
Associate Director

Chris Carman is a graphic artist with a strong background in web and mobile-based games and apps. He creates designs for the entertainment, education, and design industries.

Alessandro Squitti
Production Lead

Alessandro Squitti holds a Master's Degree in Italian Language and Literature from Sapienza University in his hometown Rome. He joined the Academy as a Lab Technician in 2000, and the company he co-founded, CurlyHairedPeople Films, has created more than 20 short action films, including award-winning music videos.

Jeremy Saliba
Online Curriculum Coordinator

Jeremy Saliba received his BFA in Illustration with an emphasis in 2D animation from Academy of Art University in 2003. He later joined the Academy as a part-time instructor in 2007, spearheading new curricula that integrated Wacom Cintiq technology, and becoming Online Curriculum coordinator for the School of Visual Development in 2014.

Scruffy
Look

Pointy teeth
always show

Skinny neck
makes him
look more sly...

Pointy ears
perhaps too
aggresive.

Curved
Muzzle?

Thicker neck
is more
animal-like

Coyotes have
rather cat like
eyes

1.

2.

3.
More Hunched
look?

4.

5.

6.
Shorter
Pedicle?

More realistic
Proportions

Funny
tail

Wider wings
so he
can fly

Maybe he drags his wings

TOM BERTINO & LYSANDRA SILBER'S
COYOTE'S PLACE
A COLLABORATIVE PROJECT

ARTWORK BY ABIGAIL MUÑOZ

Degree Options

ASSOCIATE OF ARTS (AA)

The School of Visual Development's AA program provides a strong introduction to the art of scene setting. Core curriculum emphasizes photography, figure modeling, form analysis, figure drawing, and various other design disciplines. Graduates with an AA degree in Visual Development are prepared for a seamless transition into the school's BFA program.

BACHELOR OF FINE ARTS (BFA)

The School of Visual Development's BFA program provides a dynamic education in the art of scene setting. Core curriculum emphasizes photography, figure modeling, form analysis, figure drawing, narrative principles, visual development for animation, character design, concept paintings, advanced exploration of perspective for video game design, and various other critical design disciplines.

MASTER OF ARTS (MA)

The Visual Development MA program provides professional development with advanced coursework in still-life painting, figure drawing, character design, concept painting, layout design for animation, and other core skills of professional visual developers.

MASTER OF FINE ARTS (MFA)

The MFA program focuses on advanced coursework in still-life painting, figure drawing, character design, concept painting, layout design for animation, and other core skills of professional visual developers. Your goal will be the completion of a signature thesis book showcasing design work for a storybased project.

Our Facilities

Our creative environment and studios are equipped with the newest technologies, enabling you to realize anything you can imagine in traditional and new media.

COSTUME & PROPS LIBRARY

Reference and make use of a wealth of costumes and props for your clothed and costumed figure drawing classes, and let your creativity take flight in our studios.

2D ANIMATION STUDIO

Work on real animation light tables and discover traditional techniques for injecting life into your very own stories.

CINTIQ LAB

Wacom Cintiq tablets will be available for classroom projects, as well as lab time, which will allow you to effortlessly create art in a digital format.

Student and Alumni Testimonials

Our 50,000-plus Academy alumni are some of the most successful and sought-after professionals in art, entertainment, and design today. But we're just getting started. Our current pool of creative and innovative students are preparing to redefine the future.

"Every Academy instructor has a different teaching technique, but they always take time to help students individually, to help them improve their skills."

Nutruda Satjawatcharaphong
Visual Development Student

"One reason I was attracted to Academy of Art University is that its School of Visual Development program has a great balance of technical and creative classes. Also, the instructors here allow you the space to be creative and, since they are industry professionals themselves, they provide amazing feedback and guidance."

Morten Skålvik
BFA Visual Development Student

"Visual development is all about designing the world of the story… about the characters in this world, the environments, everything. It sets the vibe and mood of this world through color and light. Visual development is all about how things will look on screen."

Abigail Muñoz
BFA '15, Independent Contractor Pro Unlimited, Inc., Facebook

"More than any other school, the Academy fosters a competitive environment in which to learn and improve. That's the best prep students can get for the industry."

Ryan Winch
BFA '15, Concept Artist, Disney Interactive

< Student work by Abigail Muñoz

Partnerships

Living and studying in the San Francisco Bay Area provides our students an enviable canvas onto which they can project the best, most creative elements of their imagination.

RED CLOVER STUDIOS

The School of Visual Development recently partnered with the award-winning animation studio, Red Clover Studios, to join the production of two short films, *Nieta* and *Pasteurized*. Nicolás Villarreal, our leader and the creative director of Red Clover, played a key mentorship role in this cross-discipline partnership, which brought five Academy students the opportunity to create and produce several assets—including visual effects, 3D models, motion graphics and designs, and composited shots—for both films.

Whether onsite in San Francisco or connecting in real-time from around the world, these five students participated in real-world production meetings, gaining experience, invaluable feedback, and guidance from the professional designers and animators working on the projects. In some instances, these interactions developed into budding professional connections and even to full-time employment.

"Working on *Pasteurized* and *Nieta* with Nicolás and his team at Red Clover was a great journey that has helped me get ready for the industry," said School of Animation & Visual Effects student Onur Cayli. "Nicolás is a fantastic teacher and director, so I got a chance to learn many technical and artistic skills from one of the best. The whole process was a great experience, especially seeing pure emotion convert into a piece of animated art on film. I felt like I was part of something amazing when I watched the final films on the screen."

Red Clover's mandate is the creation of the best animated imagery for film, television, video games, and commercials while pushing the industry's boundaries. "This was a chance for some of our students to work on a couple of real-life projects that not only may be showcased as part of their portfolios but allowed them to learn in a one-of-a-kind setting, as well," said Villarreal.

Career Paths

As one of the top art and design schools in the country, Academy of Art University visual development graduates have a range of opportunities to choose from. Our facilities, faculty, and hands-on learning approach are designed to provide you with the tools you need to succeed in your future career.

MATTE PAINTER

Tap into your knowledge of 3D lighting, composition, and UV-mapping—as well as your skills as an expert in color and form—and create paintings used in photography and special effects to combine disparate elements into a single final image. Work with live-action footage, and create realistic and believable environments that will be integrated into a film in the proper format and on a tight schedule.

PRODUCTION ARTIST

Collaborate with art directors and designers to create the print and digital collateral assets necessary for the various marketing initiatives surrounding a product, in keeping with the visual style and techniques developed for it.

CHARACTER DESIGNER

Help set the standard for the appearance of characters, including their signature gestures and poses. Assist in technical and creative problem solving through collaboration, and help ensure a consistent style is maintained under an art director's guidance.

CONCEPT ARTIST

Collaborate with creative and art directors to generate images that clarify their vision, and create visual representations of the ideas that will be realized in films, animated movies, comics, and video games.

VECTOR ARTIST

Develop and create high-resolution graphic artwork that is easily shareable, utilizing standard tools to create and develop graphic artwork for output, such as billboards, printing, and 3D modeling.

WHO IS HIRING OUR ALUMNI

Blizzard Entertainment	Pixar
Cartoon Network	Playstation
Disney Interactive	Roboto Games
ElectronicArts Games	Studio 9
Facebook	Zynga
Naughty Dog	

academyart.edu

S·A·M
Occupation: Homeless/ illigal gun salesman
Characteristic: Smart and completly crazy
weapon: An automatic cane gun

ART DIRECTOR

Take a leadership role to oversee and unify the visual look of a project by coordinating background, budgets, and creative goals with other production leads. Control the overall look of the project, and make creative decisions based on its mood and style, as well as its target audience, to present final layouts for approval.

Student work, top, by Ruby Wang, above by, Nutruda > Satjawatcharaphong, right, by Morten Skålvik
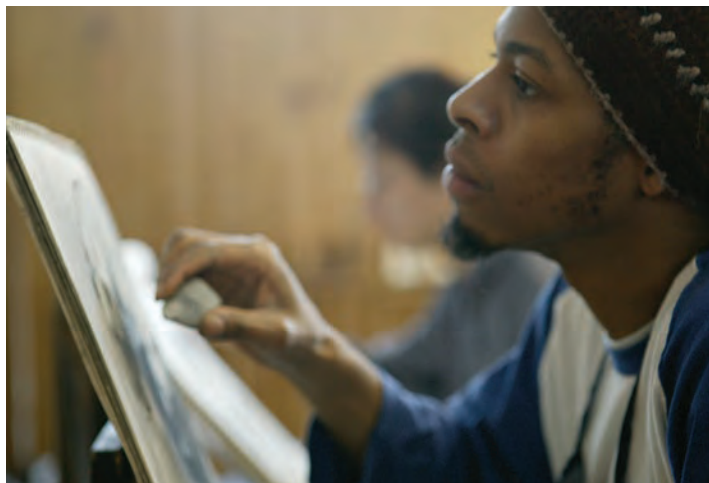
Additional Learning Experiences

Academy of Art University has a hands-on program for every interest at every level. If you are looking to upgrade your career, explore something you have never tried before, or hone existing skills, we have a program for you.

PRE-COLLEGE ART EXPERIENCE (PCAE)

This dual-scholarship program allows current high school students to take art and design courses at no tuition charge. In addition, they earn scholarship dollars towards future undergraduate studies at Academy of Art University.

Visit https://www.academyart.edu/academics/pre-college-art-experience/ or call 415.274.2200 for more information.

CONTINUING EDUCATION

Time for a career upgrade? Want to follow your passion? Learn, be inspired, and expand your creative potential by taking hands-on courses from industry-experienced faculty. Flexible art and design courses are available online and in San Francisco.

Visit https://www.academyart.edu/academics/continuing-education or call 415.274.2200 for more information.

STUDY ABROAD

One of the best ways to learn about the world is to see the world. Take advantage of one or all of these exciting Study Abroad opportunities.

The Liberal Arts Seminar in Europe is a three-week intensive traveling course visiting some of Europe's greatest cities and collections.

The Fine Art Intensive in Italy takes you to Florence, Italy, for seven and a half weeks during Summer semester.

The School of Fashion offers awards and scholarships to study in Paris with Studio Berçot and L'École de la Chambre Syndicale de la Couture Parisienne.

The Illustration Department also has a summer semester in Florence emphasizing cultural awareness in painting and drawing.

For more information about these Study Abroad opportunities, including cost and visa matters, visit www.academyart.edu/academics/study-abroad

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Awards and Accolades

Academy of Art University is committed to the highest standards of achievement in art and design. Here's a small sampling highlighting some recent accomplishments of our outstanding students, faculty, and alumni.

FIND YOUR PLACE. MASTER YOUR CRAFT.

EMMYS
23 NOMINATIONS IN 2018

GOLDEN GLOBES
28 NOMINATIONS IN 2019

OSCARS
114 NOMINATIONS IN 2019

#3 BEST ONLINE ART PROGRAMS IN AMERICA *

9 YEARS WORKING WITH NASA

RANKED IN **TOP FIVE** 3D MOTION GRAPHICS SCHOOL IN THE WORLD*

RED DOT RANKS SCHOOLS OF GRAPHIC DESIGN AND INDUSTRIAL DESIGN
TOP 10 SCHOOLS FOR DESIGN **7 YEARS IN A ROW**

ONE OF THE **TOP 5 BEST** CREATIVE MEDIA & ENTERTAINMENT SCHOOLS WORLDWIDE*

BEST **ONLINE MASTERS PROGRAM** IN 2019 FOR **ART HISTORY** *

★ ★ ★ RANKED IN THE ★ ★ ★
TOP 10 BEST
PHOTOGRAPHY SCHOOLS*

TOP **ANIMATION & VFX SCHOOL** * IN THE UNITED STATES

#1 BEST DIGITAL ILLUSTRATION SCHOOL IN THE UNITED STATES*

Online Education

Take any online course at the Academy, and experience the visual, interactive, and dynamic courses we're known for. You will have the same quality instructors, the same hands-on learning opportunities, and the same attentive support as our onsite students. The difference? The flexibility to earn your art and design degree on your terms.

ONLINE BENEFITS

- A support staff of over 100 Academy of Art employees offers 900+ online courses and 1,500 instructional videos per semester, spanning 35 online majors, and teaching students from 50+ countries
- Course content is proprietary, created in-house by industry experts, and exclusive to the Academy
- The classes are a mix of lecture content, video, written content, recorded audio, interactive slide-shows, and hands-on work
- The innovative curriculum is created by instructional designers and industry professionals
- A student-run Facebook group, AAUHOO, has more than 4,000 members and invites you to join this thriving online community
- We're constantly building new courses, reworking old ones and adding features to our LMS based on student feedback

Visit academyart.edu or call 415.274.2200 for more information.

> " Taking classes online really benefited me as a student in allowing me to hone in on each of my skills and develop them before I got a job in the industry. "
>
> — Mark Cofer
> Graduate School of Music Production & Sound Design for Visual Media Alumn 2014
> *Hollywood Film Composer and Academy of Art University Instructor*

Academy Life

A substantial part of an artist's growth and inspiration occurs outside the classroom or studio. At Academy of Art University, we understand this. Here are some resources and opportunities that are available to all students.

ACADEMIC CLUBS

Join students with similar interests to discuss ideas, promote your work, form collaborations, and share information.

FITNESS & RECREATION

Campus Recreation classes and workshops—and access to our free gym, pool, basketball courts, and skateboard ramp—will help you stay active healthy.

VIRTUAL BOOKSTORE

All required textbooks are available at our virtual bookstore.

CULTURAL CLUBS

Everyone needs a break from the studio. With dozens of clubs and organizations, find a new creative outlet and build lifelong relationships.

ESPORTS

Our active gaming community hosts and attends regular gaming events for both casual or competitive players.

EVENTS

Campus Life is designed to inspire, educate, and promote fun. Our events are created in coordination with student-run groups and organizations. Make the most of your university experience: grow, learn, laugh, and run with us.

Visit https://www.academyart.edu/campus-athletics/clubs-organizations/ for more info.

URBAN KNIGHTS RADIO

Listen live online to our athletics teams, hear unique talk shows, and dance to your favorite tunes on UrbanKnightsRadio.com, an iHeartRadio partner.

HOUSING

Housing is guaranteed for all new, full-time onsite students. We have 17 different housing options to choose from located in the heart of San Francisco.

DINING

Stay healthy with delicious and filling meals in one of our dining halls with flexible meal plans and Knight Kash. Use the Knight Kash on your student ID for dining on campus and at select off-campus vendors.

San Francisco

Academy of Art University is an extraordinary place to be a college student. One of the world's great creative capitals, San Francisco has been our home since 1929. Our neighbors include giants in everything from advertising, animation, and architecture to communications, game development, and web design.

MUSEUMS

Academy of Art University Auto Museum
Legion of Honor
de Young Museum
Asian Art Museum
San Francisco Museum of Modern Art (SFMOMA)
California Academy of Sciences
Yerba Buena Center for the Arts
Cable Car Museum
Palace of Fine Arts Theatre
Exploratorium
Walt Disney Family Museum
Museum of Performance & Design
Museum of Craft & Design
Museo Italo Americano
Cartoon Art Museum
Museum of the African Diaspora
Galería de la Raza

TRANSPORTATION

MUNI
AC Transit
BART (Bay Area Rapid Transit)
Cal Train
Golden Gate Transit

THEATRES & VENUES

The Fillmore
Bill Graham Civic Auditorium
The Warfield
Bottom of the Hill
Rickshaw Stop
Alamo Drafthouse
Great American Music Hall
The Independent
The Fox Theatre
SHN Orpheum Theatre
The American Conservatory Theater
The Castro Theatre
SFJAZZ
San Francisco Conservatory of Music
San Francisco Opera
San Francisco Symphony
San Francisco Ballet
Oracle Park

Athletics

We are the Urban Knights—the only higher arts education institution in the U.S. to have an NCAA athletics program. Competing specifically within NCAA Division II and the Pacific West Conference, the Urban Knights are made up of 14 collegiate sports teams dedicated to distinction, sportsmanship, pride, teamwork, credibility, and creativity.

The Academy is one of the unique places in the world where students can find a beautiful balance for their artistic and athletic passions.

Our student-athletes have told us that as they gain art and design skills, they become better athletes; and as they improve their athletic abilities, their art is augmented. You can pursue your love of art, and your love of sports, and you can be successful in both.

WOMEN'S
Basketball
Cross Country
Golf
Soccer
Softball
Tennis
Track & Field
Volleyball

MEN'S
Baseball
Basketball
Cross Country
Golf
Soccer
Track & Field

NCAA PROGRAM

Join one of our teams or come out and support your fellow artist-athlete. We play in great venues throughout San Francisco, including Kezar Pavilion, Paul Goode Field, SF Bay Tennis Club, and Presidio Golf Course, among others. Let the Fan Bus take you to the games.

The NCAA is a trademark owned by the National Collegiate Athletic Association.

ARTIST ATHLETES

The Urban Knights have quickly made a name for themselves with numerous conference and national accomplishments including 10+ NCAA championships. We are the first athletic program to win two NCAA National Championships (indoor and outdoor women's track & field) in our first year of postseason eligibility. We have made over 40 postseason appearances in men's and women's cross country, women's basketball, men's indoor and outdoor track and field, men's and women's golf, and women's tennis.
Go Urban Knights!

Apply Today at academyart.edu

Apply year-round, and begin taking classes in Fall, Spring, and Summer semesters. Our Admissions Representatives will help you every step of the way. They want to help you succeed, and are trained to make sure your application best reflects your abilities. Apply today!

HOW TO APPLY

Apply online at academyart.edu

Or call 1.800.544.2787

Or apply in person in San Francisco

(Monday-Saturday)

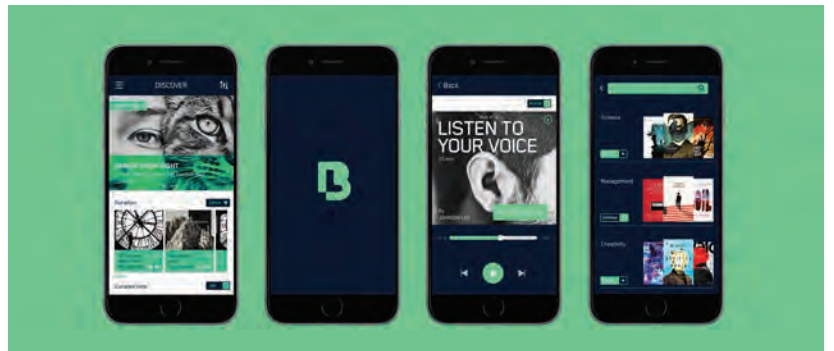79 New Montgomery St. San Francisco, CA 94105

YOUR COMPLETED APPLICATION MUST INCLUDE:

- $50* application fee ($150 international)
- $95* enrollment fee
- International applicants require a $300* international student service fee
- Fees can be paid by MasterCard, Visa, Discover. By mail: check or money order
  *all fees are non-refundable, non-transferable

TRANSFER STUDENTS

1. Complete the application
2. Submit electronic transcripts to: transcripts@academyart.edu
   Or mail transcripts in a sealed envelope to:
       Academy of Art University
       Attn: Undergraduate Admissions Office
       79 New Montgomery St.
       San Francisco, California 94105

Master Your Craft

Academy of Art University is looking for dedicated students who want to become the great innovators, storytellers, collaborators, and problem solvers of tomorrow.

Our curriculum is rigorous—taught by some of the finest minds working in today's creative and innovative industries. We help you master your craft as you prepare for roles as professional artists and designers. You will be challenged.

But it's worth it.

Our students and alumni have made an impact on the world. They are Oscar and GRAMMY winners, animators, illustrators, and photographers. They make award-winning Super Bowl commercials, help create top-grossing movies and video games, and design some of the hottest fashion in the world. They are professional stylists, sculptors, actors, musicians, web designers, broadcasters, advertisers, screenwriters, architects, educators, transportation designers, bloggers and tattoo artists.

They are game changers—creative entrepreneurs who bring their magic, hunger, and work ethic to the world every day.

Isn't it time you joined them?

ACADEMY *of* ART
UNIVERSITY®

Academy of Art University is located in downtown San Francisco and provides instruction around the world through its online campus.

We offer training in many specialized creative disciplines:

Acting*
Advertising
Animation & Visual Effects
Architecture
Art Education
Art History
Communications and Media Technologies
Fashion
Fine Art
Game Development
Graphic Design
Illustration
Industrial Design*
Interior Architecture & Design
Jewelry & Metal Arts

Landscape Architecture
Motion Picture & Television
Music Production & Sound Design for
    Visual Media
Photography
Visual Development
Web Design & New Media
Writing for Film, Television & Digital Media

*The following degree programs are currently not offered 100% online: Acting and Auto Restoration.