

# Washington-only event

## CONCEPT ART - HIGH SCHOOL

### OVERVIEW

Applying leadership and 21<sup>st</sup> century skills, participants use computerized graphics tools and design skills in the production of conceptual artwork for games, movies, or toys.

### ELIGIBILITY

Open to Washington TSA high school chapters. Three (3) individuals per chapter may participate.

### ATTIRE

TSA competition attire is required.

### PREPARATION

- A. Participants concentrate their efforts on researching conceptual art techniques relevant to pre-visualizing assets for games, movies, or toys.
- B. Participants produce a series of digital conceptual illustrations and documentation according to the regulations.

### REGULATIONS AND REQUIREMENTS

Students will work to develop their leadership and 21<sup>st</sup> century skills in the process of preparing for and participating in this Washington TSA competitive event. The development and application of those skills must be evident in their submission, demonstration, and/or communication pertaining to the entry.

Competitors in this event cannot move onto the National TSA conference in this event, as it is state-only.

### PRELIMINARY ROUND

- A. The Documentation Portfolio
  - a. Title page with the event title, the conference city and state, the year, and the team/chapter ID
  - b. Table of contents; pages as needed
  - c. Written brief of the concept for the illustrated thing; one (1) paged. The brief should include:
    - i. How does the illustrated thing fulfill the competition theme?
    - ii. What is the role will the illustrated thing when included in the final product?
    - iii. What special abilities will it have?

- iii. What is the level of realism for the thing?
- v. What is the thematic art direction for the illustrations?
- vi. What is the emotional tone for the illustrations?
- g. Mood boards (reference collages) of visual references, colors, textures, and other visual sources used for inspiration in the final illustrations; pages as needed but no more than three (3). Source cited below each image.
- h. Brainstorming rough sketches or visual studies of design ideas and details in preparation for the final illustrations; pages as needed but no more than five (5).
- i. Model sheet of front and side views of the the illustrated thing with both views lined up and at the same scale; one page.
- j. Collage of six (6) illustrations of the thing in isolation (no background or environment) which might show differing angles of view, special abilities, important details, motion, and or emotional tone; two (2) pages.
- k. Final illustration of the thing in motion with a digitally painted background or surrounding environment; one page.
- l. Hardware and Software used; one (1) page
- m. References; one (1) page
- n. Student Copyright Checklist; one (1) page

- C. Submission
- Participants submit the multi-page PDF of the documentation portfolio.
  - Submission information will be provided in the Washington TSA state-only Competitive Events Guide.
  - If a URL link is provided, the URL must point directly to the participant's entry. Entries that require software download, or a request that access be granted, will not be judged.
  - Entries received, or changes made to the submitted entries after the deadline will not be judged.
- D. Judges score the entries.
- E. Twelve (12) semifinalists are announced.

## SEMIFINAL ROUND

- A. The Interview
- Participants sign up for an interview time.
  - Participants are allowed up to five (5) minutes to respond to interview questions.
  - Participants may reference their portfolio and video.
- B. Judges score the interviews.
- C. The top five (5) finalists are announced.

## EVALUATION

### PRELIMINARY ROUND

- A. The documentation portfolio

### SEMIFINAL ROUND

- A. The presentation/interview

Refer to the official rating form for more information.

## STEM INTEGRATION

This event aligns with the STEM (Science, Technology, Engineering, and Mathematics) educational standards.

## LEADERSHIP AND 21<sup>ST</sup> CENTURY SKILLS DEVELOPMENT

This event provides opportunity for students to build and develop leadership and 21<sup>st</sup> century skills including but not limited to:

- Communication
- Collaboration/Social Skills
- Initiative
- Problem Solving/Risk Taking
- Critical Thinking
- Perseverance/Grit
- Creativity
- Relationship Building/Teamwork
- Dependability/Integrity
- Flexibility/Adaptability

## CAREERS RELATED TO THIS EVENT

This competition has connections to one (1) or more of the careers below:

- Conceptual artist
- Game developer
- Storyboard artist
- Product designer

<b>DOCUMENTATION PORTFOLIO 30 Points</b>			
Criteria	Minimal Performance 1-4 points	Adequate Performance 5-8 points	Exemplary Performance 9-10 points
Portfolio Components (X1)	The portfolio is completely unorganized and/or is missing three (3) or more components.	The portfolio is missing two (2) components and/or is loosely organized.	The portfolio is clearly organized and has either one or no missing components.
Written Brief (X1)	Written brief is incomplete and missing key components of the requested information	Written brief explains most aspects of the creation and how it could fulfill the competition theme.	Written brief explains all aspects of the creation and how it successfully fulfills the competition theme.
Mood Boards and Rough Sketches (X1)	Mood boards show a limited overview of ideas that fit the competition theme. Rough sketches offer limited interpretations of the theme. There is little linkage between the sketches and the mood board research.	Mood boards provide a rough overview that can reach the competition theme. Rough sketches try out various ideas and experiment with the concept. The sketches show some linkage with the mood board research.	Mood boards show a varied and creative set of inspirations for reaching the competition theme. Rough sketches show experimentation and thorough exploration of the theme as based on the mood board research.
		<b>DOCUMENTATION PORTFOLIO SUBTOTAL 30 POINTS</b>	
<b>ILLUSTRATIONS 70 Points</b>			
Model Sheet (X1)	Both the front and side view are not an accurate representation of the solution. Many of the elements do not line up and are not at the same scale between the two drawings.	Both the front and side view are an accurate representation of the solution. Most of the elements of the solution line up and are at roughly the same scale between the two drawings.	Both the front and side view an accurate representation of the planned solution. All elements of the solution are lined up and at a scale equal between the two drawings.
Collages in Isolation (X1)	Illustrations feel incomplete at presenting the solution to the theme. They do little to help the viewer understanding the goals of the written brief.	Completed illustrations provide a sampling of the solution to the theme. They feature the attributes that provide some understanding of the written brief.	Completed illustrations show the unique solution to the theme and feature the attributes that enhance the understanding of the written brief.

Illustration in Environment (X1)	Illustration feels incomplete at picturing the solution to the theme. It does not accurately represent the model sheet solution or express what was stated in the written brief.	Completed illustration shows a somewhat accurate representation of the model sheet solution. It expresses most of the goals captured in the written brief.	Completed illustration shows an accurate representation of the model sheet solution brought to life in its real environment. It expresses the goals captured in the written brief.
Creativity and Originality (X2)	There is little original thought or creativity in the design to solve the competition theme.	There is some evidence of creativity/originality in solving competition theme.	There is strong evidence of an approach to the competition theme that is fresh and personally creative; project has its own look and feel, and it completely stands out as original.
Aesthetics and Artisanship (X1)	The work is unorganized and sloppy.	The work provides an organized and logical presentation of essential issues.	The work provides an exemplary use of layout and design principles to logically communicate important data.
Animation Effectiveness (X1)	The illustrations do not meet project goals, presents an unclear message, and/or is sloppy overall; leadership and/or 21st century skills are not evident.	The illustrations present the topic with insights; the illustrations adequately meets the objective, leadership and/or 21st century skills are somewhat evident.	The illustrations are clearly focused at solving the competition theme, with a rich variety of supporting material; leadership and/or 21st century skills are clearly evident.
		<b>ILLUSTRATION SUBTOTAL 70 POINTS</b>	
<b>SEMIFINAL PRESENTATION/INTERVIEW 40 points</b>			
Organization (X1)	Participant seems unprepared and unorganized for the presentation/ interview, with an illogical explanation of the project.	Participant is prepared for the interview and is somewhat organized in presentation to judges; participant's presentation thesis is, for the most part, logical and/or clear.	Participant's presentation/interview with judges is well organized; the interview is concise and logical, with a clear explanation of the development of the project.

Knowledge (X1)	Participant seem to have little understanding of the concepts in their project; vague interview answers are provided.	Participant has a generalized understanding of the concepts discussed and answer questions adequately.	Evidence is clear that participant has a thorough understanding of the concepts discussed; they answer questions thoroughly.
Articulation (X1)	Communication of the solution is unclear, unorganized, and or illogical; leadership and/or 21st century skills are not evident.	Communication of the solution is somewhat logical and clear; leadership and/or 21st century skills are somewhat evident.	The interview provides a clear, concise, and easy-to-follow analysis of the solution; leadership and/or 21st century skills are clearly evident.
Delivery (X1)	The participant is verbose and/or uncertain in its presentation/ interview; participants' posture, gestures, and lack of eye contact diminish the delivery.	The participant is somewhat well-spoken and clear in its presentation/ interview; participants' posture, gestures, and eye contact result in an acceptable delivery.	The participant is well-spoken and distinct in its presentation/interview; participants' posture, gestures, and eye contact result in a polished, natural, and effective delivery.
			<b>SEMIFINAL INTERVIEW SUBTOTAL 40 POINTS</b>