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| Course title: | ART DIRECTING AND SET DESIGN | |
| Course code: | AAVC410 | |
| Type of course: | Required | |
| Level of course: | Bachelor | |
| Year of study: | 4 th | |
| Semester when the course is delivered: | 7 th | |
| Prerequisites: | AAVC102 | |
| Number of ECTS credits allocated : | 6 | |
| Hours: | 3 | |
| Name of lecturer(s): | Vicky Pericleous | E-mail: art.pv@frederick.ac.cy |
| Learning outcomes of the course: | Upon completion of the course, students should be able: | |
| | 1. to develop an understanding of the role of the Art Director in filmmaking and to gain aesthetic awareness and visual intelligence; | |
| | 2. to develop awareness about the technical and sensory properties of art directing & stage design; | |
| | 3. to communicate through staging and lighting a variety of different expressions and meanings; | |
| | 4. to develop skills in analyzing and translating narratives into visual language. | |
| Course content: | <p>The lesson is focused on a series of fundamental parameters:</p> <p>Critical theory History of Art Direction through a series of lectures, presentations and study cases of highly influential films, theatre plays, t.v series and advertisements.</p> <p>Workshops Specialists/ practitioners give workshops in the fields of set design/construction, location and scouting, special effects, lighting, costume-design.</p> <p>Studio-practice Students engage in studio-based work/projects relating set-design, special effects, costume design and lighting design, script-breakdown, basic scenic forms, size and shape of sets, making of set-design.</p> <p>Logistics of Art-Production Budget management, scheduling, crewing and location scouting.</p> | |
| Recommended and/or required reading: | <p>- Rizzo, M. (2005) <i>The Art Direction Handbook for Film</i>, Focal Press</p> <p>- Heisner, B. (2004) <i>Production Design in the Contemporary American Film: A Critical Study of 23 Movies and Their Designers</i>, McFarland & Company</p> <p>- Block, B. (2007) <i>The Visual Story: Creating the Visual Structure of Film, TV and Digital Media</i>, Focal Press.</p> <p>- Bellantoni, P. (2005) <i>If It's Purple, Someone's Gonna Die: The Power of Color in Visual Storytelling</i>, Focal Press</p> | |
| References: | MOMA Exhibition and The Collection | |

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| | http://www.moma.org/explore/collection/index , Barbican Centre http://www.barbican.org.uk/ ICA http://www.ica.org.uk/ British Film Institute http://www.bfi.org.uk/archive-collections UCLA Film and Television Archive http://www.cinema.ucla.edu/ Wallpaper magazine http://www.wallpaper.com/ Domus http://www.domusweb.it/ |
| Planned learning activities and teaching methods: | The students analyse scripts, research into given periods and learn to build up the visual language of a production work, creating as thus a strong and coherent scenographic approach. This is achieved through systematic screenings, lectures, demonstrations, critiques, and directed work sessions, supplemented by extended verbal briefing, examples of relevant current Film and TV work, specialist advice, group discussion, interim formal work check. |
| Assessment techniques and Assessments criteria: | Coursework 1: 50% Final project: 50% |
| Language of instruction: | English |
| Work placement(s): | None |