

## CVC301 - ART DIRECTING & PRODUCTION

|                 |  |                 |  |                     |   |
|-----------------|--|-----------------|--|---------------------|---|
| Course Title    | <b>ART DIRECTING &amp; PRODUCTION</b>  |                 |  |                     |   |
| Course Code     | <b>CVC301</b>  |                 |  |                     |   |
| Course Type     | Required   |                 |  |                     |   |
| Level           | Bachelor   |                 |  |                     |   |
| Year / Semester | 3 <sup>rd</sup> Year / 5 <sup>th</sup> Semester  |                 |  |                     |   |
| Teacher's Name  | Vicky Pericleous   |                 |  |                     |   |
| ECTS            | 6  | Lectures / week |  | Laboratories / week | 3 |
| Course Purpose  | <p>The course aims to:</p> <ul style="list-style-type: none"> <li>• Develop understanding of the roles of an art director and of a production designer.</li> <li>• Indicate the creative and organizational / supervisory outlook involved in these areas.</li> <li>• Identify the logistics that an art director / production designer has to develop and follow for a production / concept.</li> <li>• Develop strong understanding of the interweaving relation between text / scenario / concept and image.</li> <li>• Develop methodological skills for the creative and organizational demands of a production /concept, from idea to outcome.</li> <li>• Explore imaginative creative concepts / outlines and translate them into intelligent (audio) visual interpretations for multiple platforms, settings and creative contexts.</li> <li>• Develop skills in researching and translating the textual context / concept into inventive (audio) visuals for targeted audiences.</li> <li>• Develop understanding around the creative strategies needed for the establishment of an exciting visual identity for a production / concept.</li> </ul> |                 |  |                     |   |

|                          |   |
|--------------------------|---|
|                          | <ul style="list-style-type: none"> <li>• Explore various creative approaches for the development of the visual identity/styling of the characters and of the space /set of a production or concept.</li> <li>• Develop in imaginative manners, the visual attitude and atmosphere of a production / advertisement campaign / online or printed magazine and /or creative concept for multiple contexts, sites and platforms.</li> <li>• Demonstrate skills in forming well-articulated presentations with the use of diverse resources.</li> <li>• Develop working ethics, decision-making skills and appreciation for other professionals when working in teams.</li> </ul>  |
| <p>Learning Outcomes</p> | <p>By the completion of the course students should be able to:</p> <ul style="list-style-type: none"> <li>• Describe the role of the Art Director and Production Designer.</li> <li>• Identify the practical, technical and sensory properties of Art Directing &amp; Production.</li> <li>• Communicate a variety of different expressions, meanings, narratives and concepts in imaginative (audio) visual approaches.</li> <li>• Demonstrate skills in decision-making.</li> <li>• Develop skills in analysing, interpreting and translating narratives into strong visual language.</li> <li>• Execute research from a variety of visual, critical and contextual sources and sites.</li> <li>• Demonstrate strong communication skills, working ethics and ability to inspire and motivate others in a collective project.</li> <li>• Demonstrate skills in performing creative processes as well as applying practical organisation strategies.</li> <li>• Acknowledge strategies of forming synergies with a set of professional individuals and develop skills for communicating and executing ideas when working with a group of other individuals.</li> </ul> |

|                |   |              |  |
|----------------|---|--------------|--|
|                | <ul style="list-style-type: none"> <li>• Develop engaging visual style for the characters (costume) and of the space (props, colour, textures, light, and atmosphere).</li> <li>• Apply methodological skills towards the logistics of a production.</li> <li>• Produce visually engaging work for targeted audiences / spectators.</li> </ul>  |              |  |
| Prerequisites  | CVC108  | Corequisites |  |
| Course Content | <p>As this course is the first contact of students with the demanding role of an art director and production designer, an in-depth comprehension of the creative and organizational strategies, skills and creative processes involved in these areas, would be developed through lectures / audio-visual presentations / brainstorming sessions / class, group and individual tutorials / distinguished professionals' visits / workshops / critical reflections / discussions</p> <p>Students will be introduced and be engaged in:</p> <p><b>Contextual understanding and critical approaches in Art Directing / Production Design</b></p> <p>In a series of audio-visual lectures / presentations, a contextual and critical approach on the creative and organizational practices and strategies involved in these areas, would be established. Study cases would be presented and analyzed and critical discussions would be encouraged. Professionals from both, the academy and the industry will be invited for lectures and studio visits.</p> <p><b>Studio-practice / Workshops</b></p> <p>Students are engaged in intense studio-based practices. Lessons are delivered on the bases of project work, involving critical discussions, critical reflections and evaluations throughout the semester. Brainstorming sessions are performed for developing strategies towards concept forming; workshops are given for the development of storyboards (visual ideas, style, colour palette, relation of text-visuals, basic scenic forms, composition of space/set, scene-breakdown, costumes/styling, props). All the above will establish the style, atmosphere and creative/visual attitude in respect to the concept / narrative. Pre-production processes, therefore, involve emphasis on decision-making and finalizing ideas / concepts. At</p> |              |  |

|                      |   |
|----------------------|---|
|                      | <p>the same time, they set the organizational strategies for carrying out the logistics of the production / concept. Production and post-production processes are in tuned towards creating, producing and sophisticating the creative work. Students throughout the semester will be involved in developing strong visual identity(ies) for the production / concept, engaging visual development of the characters (costume, style) and of the space (props, colour, textures, light, atmosphere, visual context) or for the magazine / website / advertisement /creative sites. Professionals from the academy and the industry will give workshops / tutorials in specific related subjects.</p> <p><b>Logistics of Art-Production</b></p> <p>Students will be involved in developing budget management, scheduling, crewing and location scouting.</p> |
| Teaching Methodology | <ul style="list-style-type: none"> <li>· Lectures / audio-visual presentations, systematic screenings</li> <li>· Project briefing</li> <li>· Extended verbal briefing</li> <li>· Brainstorming sessions</li> <li>· Class, group and individual tutorials</li> <li>· Lectures and studio visits from distinguished professionals</li> <li>· Group discussions and student’s work presentations / critical reflections</li> <li>· Research from multiple and diverse sources</li> <li>· Group critiques / extended feedback</li> <li>· Workshops / demonstrations</li> <li>· Constant evaluation / interim formal work check.</li> <li>· Final Assessment / Presentation</li> </ul>   |
| Bibliography         | <p><b>Bibliographical Reference:</b></p> <p>1. Malinic R. ‘Book of Ideas - a journal of creative direction and graphic design - volume 1’, Brand Nu(TM), 2016</p>   |

|                   |  |
|-------------------|--|
|                   | <p>2. Ackland T., Laybourn W., 'The Art of Illusion: Production Design for Film and Television', Crowood Press, 2018</p> <p>3. Fischer L. (Ed.), Art Direction and Production Design, A Modern History of Filmmaking, I.B.Tauris, 2015</p> <p>4. Clarke A., 'Art Direction for the Web', Smashing Magazine (Ed.), Smashing Media, AG, 2019</p> <p>5. Fischer L.(Ed.), Art Direction and Production Design (Behind the Silver Screen Series)', Rutgers University Press, 2015</p> <p>6. Seddon T., Herriott L.,(Author) 'Art Directing Projects for Print: Solutions and Strategies for Creative Success', RotoVision, 2009</p> <p>7. Brower S. 'Inside Art Direction: Interviews and Case Studies (Creative Careers)', Fairchild Books, 2016</p> <p>8. Malinic R. 'Book of Ideas: 2: a journal of creative direction and graphic design - volume 2', Brand Nu Limited, 2018</p> <p>9. Block, B., 'The Visual Story: Creating the Visual Structure of Film, TV and Digital Media', Focal Press, 2007.</p> <p>Websites:</p> <p>MOMA Exhibition and The Collection<br/> <a href="http://www.moma.org/explore/collection/index">http://www.moma.org/explore/collection/index</a>,</p> <p>Barbican Centre <a href="http://www.barbican.org.uk/">http://www.barbican.org.uk/</a></p> <p>ICA <a href="http://www.ica.org.uk/">http://www.ica.org.uk/</a></p> <p>British Film Institute <a href="http://www.bfi.org.uk/archive-collections">http://www.bfi.org.uk/archive-collections</a></p> <p>UCLA Film and Television Archive <a href="http://www.cinema.ucla.edu/">http://www.cinema.ucla.edu/</a></p> <p>Wallpaper magazine <a href="http://www.wallpaper.com/">http://www.wallpaper.com/</a></p> <p>Domus <a href="http://www.domusweb.it/">http://www.domusweb.it/</a></p> |
| <p>Assessment</p> | <p><b>Project 1 - Review</b> the art directing / production design outlook of a film / advertisement / product /magazine (printed or online) / advertising campaign-choose from the given list. 25%</p> <p><b>Assessment Criteria for this project as followed:</b></p>  |

Knowledge and Understanding - 40%

Demonstrating understanding in the creative role of the art director / production designer and the creative work under study. Discuss and argue about the creative ideas, concept, creative processes and style. Show capacity in critical thinking with the use of appropriate terminology and contextual understanding.

**Research and Analytical Skills - 40%**

Development and demonstration of research and analytical skills, use of multiple and diverse sources, identification and analysis of appropriate and related ideas and notions, ability of interpreting sources and relating interesting ideas and critical theories to project's context.

**Presentation and Communication - 20%**

Oral, written and visual presentation considering an interesting structure of presentation, appropriate terminology and well-articulated critical approach that reflect on major ideas and critical contexts.

**Project 2 - Creative / Studio Practice / Projects 50%**

Through project-based work, students are assessed in all stages of the creative processes of an art director / production designer – from idea and concept to pre-production processes / organizational strategies for the logistics of the creative concept to production and post-production phases.

**Assessment Criteria for this project as followed:**

Research and Analytical Skills - 20%

Development and demonstration of research and analytical skills, use of multiple and diverse sources, identification and analysis of appropriate and related ideas, concepts and notions, ability of interpreting sources and relating interesting ideas and concepts to project's context / requirements.

|          |  |
|----------|--|
|          | <p><b>Visual Intelligence and imaginative creative approaches: 80%</b></p> <p>Development and demonstration of an engaging work, able to demonstrate interesting visual style and efficient / interesting communication of concept – as well as efficient implementation of logistics.</p> <p><b>Final Assessment – Presentation <span style="float: right;">30%</span></b></p> <p>Audio-visual presentation – well-structured / use appropriate terminology critical approaches that reflect on major ideas, strategic development / indication of all creative process and well-supported critical contexts.</p> |
| Language | English  |