

Course guide

804405 - DA - Art Direction

Last modified: 04/09/2024

Unit in charge: Image Processing and Multimedia Technology Centre
Teaching unit: 804 - CITM - Image Processing and Multimedia Technology Centre.

Degree: BACHELOR'S DEGREE IN DESIGN, ANIMATION AND DIGITAL ART (Syllabus 2023). (Compulsory subject).

Academic year: 2024 **ECTS Credits:** 6.0 **Languages:** Catalan

LECTURER

Coordinating lecturer: Bellmunt, Marc

Others:

TEACHING METHODOLOGY

The methodology will combine lectures with practical sessions. There will usually be a weekly theory session, where the theoretical content of the subject will be explained. The other weekly session will be of a practical nature; different practices will be carried out that will serve to deepen and exemplify what was seen in the theoretical classes.

As the course progresses, the sessions will take the form of tutorials and the status of the different assignments that will be completed during the course will be reviewed.

Finally, there will be several assessment sessions where work will be analyzed and reviewed, both by the teacher and the students, based on oral presentations.v

LEARNING OBJECTIVES OF THE SUBJECT

- Apply the artistic and technical knowledge of lighting, photography, audiovisual narrative and animation for a specific audiovisual production.

- Familiarize yourself with creative thinking techniques.

- Understand and apply Art Direction as a communicative and expressive tool in various media and supports: cinema, video games, advertising and others.

- Use audio-visual and interactive aesthetic resources to communicate/reinforce topics and concepts in the aforementioned media and supports.

STUDY LOAD

Type	Hours	Percentage
Hours medium group	18,0	12.00
Guided activities	12,0	8.00
Self study	90,0	60.00
Hours large group	30,0	20.00

Total learning time: 150 h

CONTENTS

LESSON 1. Art Direction

Description:

1. What is Art Direction?
2. What is Art Direction for?
3. The tragic consequences of ignoring the direction of Art
4. Art Direction vs. Graphic design
5. Areas of Art Direction
6. Figma 1 and 2

Related activities:

Exercises proposed in practice P01

Full-or-part-time: 25h

Theory classes: 10h

Self study : 15h

LESSON 2. Creativity

Description:

1. The concept Creativity through history
2. The study of creativity: the 4 P's
3. Systems theory
4. Creative Personality and Creative Blockages
5. Figma 3 and 4

Related activities:

Exercises proposed in practices P02 and P03

Full-or-part-time: 25h

Theory classes: 10h

Self study : 15h

LESSON 3. Communication

Description:

1. The themes of a work
2. Art Direction as a tool to communicate/reinforce themes
3. The Concept in persuasive communication
4. Insight in persuasive communication
5. Twine 1 and 2

Related activities:

Exercises proposed in practice P04 and Assignments E01 and E02

Full-or-part-time: 25h

Theory classes: 10h

Self study : 15h

LESSON 4. Art Direction in Advertising

Description:

1. The Direction of Art in Advertising
2. The creative strategy
3. The SOA model of Koslow, Sasser & Riordan

Related activities:

Exercises proposed in practice P05

Full-or-part-time: 25h

Theory classes: 10h

Self study : 15h

LESSON 5. The Creative Briefing

Description:

1. The Target Audience
2. The Creative Briefing

Related activities:

Exercises proposed in assignment E03

Full-or-part-time: 25h

Theory classes: 10h

Self study : 15h

LESSON 6. Final Project

Description:

Synthesis of subject contents

Related activities:

Exercises proposed in the Final Project

Full-or-part-time: 25h

Theory classes: 10h

Self study : 15h

GRADING SYSTEM

The final grade of the subject will be obtained from:

- 15% - Partial theoretical exam
- 10% - E01. Analysis of a video game
- 15% - E02. Book covers
- 15% - E03. Soundcloud Branding
- 25% - Final Practice. Creative Collective Magazine
- 10% - Internships P01-P05 in class
- 10% - Participation and learning attitude

If you do not pass the subject through the continuous assessment, you may choose to take a reassessment exam, which will apply to 15% of the assessment of the partial exam.



EXAMINATION RULES.

1. Some practices will be done in class and others will require independent work outside the classroom.
2. The delivery of the qualifying practices will take place through the virtual Campus. The delivery deadline will be indicated in each case (normally, the day before class until 11:59 p.m.).
3. Any incident that prevents the completion or delivery of the internships must be reported to the corresponding professor or the head of studies.
4. The documents must follow the following format: NomdelGrup_Nºpràctica (example: LasZowis_E02). However, the names of the members of the group must be included in the practice delivered.
5. Although most of the work is done in groups, it will be tried to evaluate the members individually according to the position they carry out in the internships.
6. The evaluation of all practices will consist solely of qualitative feedback. The grades of the graded practices will be communicated at the end of the course.

About the exercises in the classroom:

- You must complete at least three of the exercises proposed to work in the classroom and obtain the teacher's approval.

About the midterm exam:

1. The questions raised refer to the theoretical content and proposed readings.
2. Revisions and/or complaints regarding exams will be made exclusively on the dates and times established in the Academic Calendar.

Irregular actions that can lead to a significant variation in the grade of one or more students constitute a fraudulent performance of an assessment act. This action entails the descriptive qualification of suspension and a numerical grade of 0 in the overall ordinary assessment of the subject, without the right to re-evaluation.

If the teachers have indications of the use of AI tools not allowed in the assessment tests, they can call the students involved to an oral test or a meeting to verify their authorship.

BIBLIOGRAPHY

Basic:

- Chimero, Frank. The Shape of Design [on line]. 2012 Available on: <https://shapeofdesignbook.com>.
- Kaufman, James C.. Creativity 101. NY: Springer Publishing Company, 2009.
- Runco, Mark. Creativity. Burlington: Academic Press, 2014.
- Browner, Steven. Inside Art Direction: Interviews and Case Studies. Fairchild Books, 2016.
- Butterick, Matthew. Practical Typography [on line]. 2010 Available on: <https://practicaltypography.com>.
- "What is Creative to Whom and Why? Perceptions in Advertising Agencies". Journal of Advertising Research.