

804341 - DAC-A - Art Direction and Communication

Coordinating unit:	804 - CITM - Image Processing and Multimedia Technology Centre		
Teaching unit:	804 - CITM - Image Processing and Multimedia Technology Centre		
Academic year:	2019		
Degree:	BACHELOR'S DEGREE IN DESIGN, ANIMATION AND DIGITAL ART (Syllabus 2017). (Teaching unit Compulsory)		
ECTS credits:	6	Teaching languages:	Catalan, Spanish

Teaching staff

Coordinator:	Balbuena Palacios, Leonor
Others:	Alegre Rodríguez, Isam

Degree competences to which the subject contributes

Specific:

CEAAD 10. (ENG) Identificar el procés de direcció i producció dels diferents projectes artístics de l'àmbit digital, les metodologies existents, els rols implicats i les seves funcions.

Transversal:

04 COE N2. EFFICIENT ORAL AND WRITTEN COMMUNICATION - Level 2. Using strategies for preparing and giving oral presentations. Writing texts and documents whose content is coherent, well structured and free of spelling and grammatical errors.

05 TEQ N2. TEAMWORK - Level 2. Contributing to the consolidation of a team by planning targets and working efficiently to favor communication, task assignment and cohesion.

07 AAT N3. SELF-DIRECTED LEARNING - Level 3. Applying the knowledge gained in completing a task according to its relevance and importance. Deciding how to carry out a task, the amount of time to be devoted to it and the most suitable information sources.

01 EIN. ENTREPRENEURSHIP AND INNOVATION: Knowing about and understanding how businesses are run and the sciences that govern their activity. Having the ability to understand labor laws and how planning, industrial and marketing strategies, quality and profits relate to each other.

Teaching methodology

The methodology will combine master classes with practical sessions. There will usually be a weekly theory session, where the theoretical contents of the subject will be explained. The other weekly session will be practical; The technical training in InDesign will be combined with different practices that will serve to deepen and exemplify what is seen in the theoretical classes. As the course progresses, the sessions will have a tutorial format and the status of the different commissions that will be carried out during the course will be reviewed. Finally, there will be several evaluation sessions where analyzing and reviewing work, both from the teacher and from the students, will be analyzed from oral presentations.

Learning objectives of the subject

- Familiarize yourself with the functioning of creative thinking.
- Understand and apply Art Direction as a communicative and expressive tool.
- Use the aesthetic audiovisual and interactive resources to communicate / reinforce themes and concepts.
- Master the Adobe InDesign layout design tool.

804341 - DAC-A - Art Direction and Communication

Study load

Total learning time: 150h	Hours large group:	24h	16.00%
	Hours medium group:	22h	14.67%
	Hours small group:	0h	0.00%
	Guided activities:	14h	9.33%
	Self study:	90h	60.00%

804341 - DAC-A - Art Direction and Communication

Content

<p>UNIT 1. Art Direction</p>	<p>Learning time: 20h Theory classes: 8h Self study : 12h</p>
<p>Description:</p> <ol style="list-style-type: none"> 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. InDesign 1 and 2 <p>Related activities: Exercises proposed in P01 practice</p>	
<p>UNIT 2. Creativity</p>	<p>Learning time: 20h Theory classes: 8h Self study : 12h</p>
<p>Description:</p> <ol style="list-style-type: none"> 1. The Creativity concept through history 2. The study of creativity: the 4 P 3. The theory of systems 4. Creative Personality and Creative Blocks 5. InDesign 3 and 4 <p>Related activities: Exercises proposed for practices P02 and P03</p>	
<p>UNIT 3. Communication</p>	<p>Learning time: 25h Theory classes: 10h Self study : 15h</p>
<p>Description:</p> <ol style="list-style-type: none"> 1. The themes of a work 2. Art Direction as a tool to communicate / reinforce topics 3. The Concept in persuasive communication 4. The Insight in persuasive communication 5. InDesign 5 and 6 <p>Related activities: Exercises proposed in practice P04 and Commissions E01 and E02</p>	

804341 - DAC-A - Art Direction and Communication

<p>UNIT 4. Art Direction in Advertising</p>	<p>Learning time: 20h Theory classes: 8h Self study : 12h</p>
<p>Description: 1. The Art Direction for Advertising 2. The creative strategy 3. The SOA model of Koslow, Sasser & Riordan</p> <p>Related activities: Exercises proposed in P05 practice</p>	
<p>UNIT 5. The Creative Briefing</p>	<p>Learning time: 30h Theory classes: 12h Self study : 18h</p>
<p>Description: 1. The Target Audience 2. The Creative Briefing</p> <p>Related activities: Exercises proposed for the E03 order</p>	
<p>UNIT 6. Final Project</p>	<p>Learning time: 35h Theory classes: 14h Self study : 21h</p>
<p>Description: Synthesis of contents of the subject</p> <p>Related activities: Exercises proposed in the Final Project</p>	

804341 - DAC-A - Art Direction and Communication

Planning of activities

PRACTICE P01 - Headline for a graphic from a photo	Hours: 2h Practical classes: 2h
Description: From a random image given by the teacher, a headline or header will be generated for a poster or printed publication.	
PRACTICE P02 - Graph from a headline	Hours: 4h Practical classes: 2h Self study: 2h
Description: From a text or phrase given by the teacher a visual composition is constructed. The final composition (phrase / image) must be done in InDesign.	
PRACTICE P03 - The inner critic	Hours: 1h Guided activities: 1h
Description: This practice is linked to the topic raised in class about creative blockages. Each student will have 30 minutes to write a dialogue between her and her inner critic. Using the script format, the conversation will revolve around a creative project made by the student, where she defends him and the interior critic discovers it. The purpose of the practice is to familiarize yourself with possible blockages and preconceived ideas that could be harming the creative process.	
ORDER E01. GRAY analysis	Hours: 17h Practical classes: 2h Self study: 15h
Description: Writing and defending an analytical text of the GRIS video game (Nomada Studio, 2018), focused on the use of aesthetic resources to transmit / reinforce the themes and concepts of the work. Individual work, approximately 3,000 words where one develops: 1) contextualization of the work, 2) identification of the main topics, 3) reflections on the use of the art direction to communicate the topics, and 4) conclusions / opinion staff	
PRACTICE P04 - Reinterpretation of an advertisement	Hours: 6h Self study: 2h Guided activities: 4h
Description: Reinterpret an advertisement or graphic art whose art direction is poor or inadequate.	

804341 - DAC-A - Art Direction and Communication

ORDER E02 - Book covers + Concept Board	Hours: 18h Practical classes: 6h Self study: 12h
<p>Description:</p> <p>Design the covers of two books in the same thematic collection. Students must previously work on the concept and the visual line (concept board) of their designs. Image and visual composition must be original.</p>	
PRACTICE P05 - Improve the Art Direction of an advertising campaign	Hours: 2h Guided activities: 2h
<p>Description:</p> <p>An ad campaign will be presented in class. In groups, the communication objectives, the creative concept and the target group will be discussed. Also in group, the use of art direction will be criticized. Finally, the students will have the rest of the class to make an alternative proposal of art direction that improves the creative and communicative quality of the piece respecting the message and the tone. This practice will be related to the SOA theory seen in the previous class.</p>	
ORDER E03 - Soundcloud Branding	Hours: 28h Practical classes: 10h Self study: 18h
<p>Description:</p> <p>Creation of the brand image and various graphic elements for an underground music artist. In groups of 3, students will have to look for an artist in soundcloud.com that has not worked their visual identity. The groups will have to present, on the one hand, Concept Board and Visual Universe, which will be based on the conceptual elements that identify the artist and his music. On the other hand, they will have to present a cover profile and profile images and cover photo for social networks.</p>	
FINAL PROJECT FP - Creative Collective Magazine	Hours: 35h Practical classes: 14h Self study: 21h
<p>Description:</p> <p>Creation of a magazine (in digital format) that serves as a portfolio of the whole class: in the catalog line of an exhibition or a publication about design that covers works of different creatives. This magazine should contain examples of the best works done throughout the degree.</p> <p>In the first phase, images of the graphic project will be shared from which everyone feels more satisfied; It can be individual or in group (this subject or others). In the second phase, each group will have to define the editorial line of the magazine and write a style guide with the formal aspects that will give coherence to the magazine. Finally, each group will model their magazine in digital format using InDesign.</p>	

804341 - DAC-A - Art Direction and Communication

Qualification system

The final grade of the subject will be obtained from:

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

If you do not pass the subject through continuous evaluation, you can choose to do a re-assessment exam, which will apply to 15% of the partial exam evaluation.

Regulations for carrying out activities

1. Some practices will be done in class and others will require independent work outside the classroom.
2. The delivery of the scoring practices will be carried out through the virtual Campus. The delivery date will be indicated in each case (usually, the day before class until 23:59 p.m.).
3. Any incident that prevents the accomplishment or delivery of the practices must be communicated to the corresponding professor or the head of studies.
4. The documents must follow the following format: NomProductive Name (example: LasZowis_E02)
5. Although the majority of the work is in group, the members will be evaluated individually according to the position they perform in the practices.
6. The evaluation of all the practices will consist solely of qualitative feedback. The notes of the scoring practices will be communicated at the end of the course, with an option to negotiate.

About the exercises in the classroom:

- At least three of the exercises proposed to work in the classroom must be carried out and the teacher's approval is reached.

About the partial exam:

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

Bibliography

Basic:

- Browner, Steven. Inside Art Direction: Interviews and Case Studies. Fairchild Books, 2016.
- Butterick, Matthew. Practical Typography [on line]. 2010 Available on: <<https://practicaltypography.com>>.
- Chimero, Frank. The Shape of Design [on line]. 2012 Available on: <<https://shapeofdesignbook.com>>.
- Kaufman, James C. Creativity 101. New York: NY: Springer Publishing Company, 2009.
- Koslow, Scott; Sasser, Sheila L.; Riordan, Edward. What is Creative to Whom and Why? Perceptions in Advertising Agencies. Journal of Advertising Research, 2003.
- Runco, Mark. Creativity. 2nd. Burlington: Academic Press, 2014.