Course guide
804341 - DAC-A - Art Direction and Communication

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 2017). (Compulsory subject).

Academic year: 2022 ECTS Credits: 6.0 Languages: Catalan, Spanish

LECTURER

Coordinating lecturer: Balbuena Palacios, Leonor
Others: Alegre Rodríguez, Isam

DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

Specific:
CEAAD 10. Identify the process involved in directing and producing different artistic projects in the digital field, the existing methodologies, the roles involved and their functions.

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.
STUDY LOAD

<table>
<thead>
<tr>
<th>Type</th>
<th>Hours</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guided activities</td>
<td>14,0</td>
<td>9.33</td>
</tr>
<tr>
<td>Hours medium group</td>
<td>22,0</td>
<td>14.67</td>
</tr>
<tr>
<td>Hours large group</td>
<td>24,0</td>
<td>16.00</td>
</tr>
<tr>
<td>Self study</td>
<td>90,0</td>
<td>60.00</td>
</tr>
</tbody>
</table>

Total learning time: 150 h

CONTENTS

UNIT 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. InDesign 1 and 2

Related activities:
Exercises proposed in P01 practice

Full-or-part-time: 20h
Theory classes: 8h
Self study: 12h

UNIT 2. Creativity

Description:
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

Related activities:
Exercises proposed for practices P02 and P03

Full-or-part-time: 20h
Theory classes: 8h
Self study: 12h
UNIT 3. Communication

Description:
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

Related activities:
Exercises proposed in practice P04 and Commissions E01 and E02

Full-or-part-time: 25h
Theory classes: 10h
Self study : 15h

UNIT 4. Art Direction in Advertising

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

Related activities:
Exercises proposed in P05 practice

Full-or-part-time: 20h
Theory classes: 8h
Self study : 12h

UNIT 5. The Creative Briefing

Description:
1. The Target Audience
2. The Creative Briefing

Related activities:
Exercises proposed for the E03 order

Full-or-part-time: 30h
Theory classes: 12h
Self study : 18h

UNIT 6. Final Project

Description:
Synthesis of contents of the subject

Related activities:
Exercises proposed in the Final Project

Full-or-part-time: 35h
Theory classes: 14h
Self study : 21h
ACTIVITIES

PRACTICE P01 - Headline for a graphic from a photo

Description: From a random image given by the teacher, a headline or header will be generated for a poster or printed publication.

Full-or-part-time: 2h
Practical classes: 2h

PRACTICE P02 - Graph from a headline

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.

Full-or-part-time: 4h
Practical classes: 2h
Self study: 2h

PRACTICE P03 - The inner critic

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.

Full-or-part-time: 1h
Guided activities: 1h

ORDER E01. GRAY analysis

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

Full-or-part-time: 17h
Practical classes: 2h
Self study: 15h

PRACTICE P04 - Reinterpretation of an advertisement

Description: Reinterpret an advertisement or graphic art whose art direction is poor or inadequate.

Full-or-part-time: 6h
Guided activities: 4h
Self study: 2h
ORDER E02 - Book covers + Concept Board

Description:
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.

Full-or-part-time: 18h
Practical classes: 6h
Self study: 12h

PRACTICE P05 - Improve the Art Direction of an advertising campaign

Description:
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.

Full-or-part-time: 2h
Guided activities: 2h

ORDER E03 - Soundcloud Branding

Description:
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.

Full-or-part-time: 28h
Practical classes: 10h
Self study: 18h

FINAL PROJECT FP - Creative Collective Magazine

Description:
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. 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.

Full-or-part-time: 35h
Practical classes: 14h
Self study: 21h
GRADING 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.

EXAMINATION RULES.

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: