

Art Direction, Artistic Design and Lighting

Code: 105011
ECTS Credits: 6

Degree	Type	Year	Semester
2501928 Audiovisual Communication	OT	3	1
2501928 Audiovisual Communication	OT	3	2
2501928 Audiovisual Communication	OT	4	1

Contact

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Teaching groups languages

You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject. Please note that this information is provisional until 30 November 2023.

Prerequisites

No.

Objectives and Contextualisation

The objective of the subject is to introduce the student to the field of art direction from all its facets, differentiating the polysemy of the concept and offering the possibility of leaving open different job options. The profile of the figure of the art director and his work process will be deepened to carry out a correct visual conceptualization of a project that is demonstrated in the specific details (lighting, characters, graphics, decoration, etc.)

Competences

Audiovisual Communication

- Demonstrate creative capacity in audiovisual production.
- Disseminate the area's knowledge and innovations.
- Manage time effectively.
- Show leadership, negotiation and team-working capacity, as well as problem-solving skills.
- Use advanced technologies for optimum professional development.
- Use one's imagination with flexibility, originality and ease.

Learning Outcomes

1. Apply the technologies and systems used to process, process and transmit information for new audiovisual media genres and formats.
2. Apply theoretical principles to creative processes.
3. Disseminate the area's knowledge and innovations.
4. Generate quality audiovisual products with innovative aesthetics.
5. Manage time effectively.
6. Master technological tools for audiovisual production.
7. Show leadership, negotiation and team-working capacity, as well as problem-solving skills.
8. Use advanced technologies for optimum professional development.
9. Use one's imagination with flexibility, originality and ease.
10. Use the language of each of the audiovisual media in modern combined forms or in digital media for carrying infographics products.
11. Use the language of each of the audiovisual media in modern combined forms or in digital media for conducting journalistic documentaries.

Content

The art direction. Acceptances and disciplines.

- Advertising
- Theater
- Cinema
- TV
- Games

Visual conceptualization. Ideation. Emotion.

- mood board
- sketch
- story board

Artistic pre-production department. Conception, design, development and implementation.

Areas of action.

- Atmosphere. setting
- Lightning
- Decorated. Scenography. Objects.
- Costume
- Make-up

The art director: project coordination.

- Providers
- Budget
- Scheduling

Methodology

The subject will be based on four methodologies: theoretical and practical sessions of implementation (in the classroom or in the laboratories), tutorial sessions and independent work in which the student must develop the work, read and prepare classroom practices.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Evaluation	10	0.4	2, 9, 1, 7, 3, 6, 4, 5, 11, 10, 8
Implementation practices	40	1.6	2, 1, 7, 6, 11, 10, 8
Theoretical sessions	20	0.8	2, 9, 7, 3, 5, 11, 10, 8
Type: Supervised			
Tutorials	20	0.8	9, 1, 7, 4, 5, 11, 10, 8
Type: Autonomous			
Reading, analysis and synthesis of texts, preparation and completion of assignments	60	2.4	2, 1, 7, 3, 6, 4, 5, 11, 10, 8

Assessment

The evaluation will be carried out on the basis of three systems:

- Open development evaluation tests (development exam or theoretical essay) (20%): 2 tests, one for classroom action and one for writing
- Completion of three short internships (40%): 2 internships (20% each) recoverable.
- Realization of projects (40%): 1 project evaluated in two parts (20% + 20%).

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Evaluation tests	20%	0	0	2, 9, 1, 7, 3, 6, 4, 5, 11, 10, 8
Implementation practices	40%	0	0	2, 9, 1, 7, 3, 6, 4, 5, 11, 10, 8
Project	40%	0	0	2, 9, 1, 7, 3, 6, 4, 5, 11, 10, 8

Bibliography

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Hernández Serrano, Gloria. *Dirección de arte para producciones audiovisuales*. Madrid: Ministerio de Educación de España, 2017. Print.

López Fernández, Jesús, and Leonor Balbuena Palacios. "Comunicando a través de la seducción: análisis de la dirección de arte en la publicidad de perfumes." (2019): n. pag. Print.

Oejo, Eduardo. *Dirección de arte / Eduardo Oejo Montano*. Madrid: Eresma & Celeste, 1998. Print.

Quintas Froufe, Eva, and Natalia Quintas Froufe. "Moulin Rouge: dos estilos de direccion artistica." *Revista FAMECOS* 40 (2009): 84-. Print.

Rizzo, Michael. *Manual de dirección artística cinematográfica / Michael Rizzo; traducción: Sylvia Steinbrecht Aleix*. Barcelona: Omega, 2007. Print.

Rom Rodríguez, Josep A. *Diseño gráfico publicitario: diseño gráfico y dirección de arte publicitaria*. N.p., 2018. Print.

Software

Adobe package