

Degree	Type	Year
2501928 Audiovisual Communication	OT	3
2501928 Audiovisual Communication	OT	4

## Contact

Name: Guillem Marca Frances  
Email: guillem.marca@uab.cat

## Teaching groups languages

You can view this information at the [end](#) of this document.

## 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.)

## Learning Outcomes

1. CM14 (Competence) To come up with ideas for audiovisual messages for different audiences and platforms.
2. CM14 (Competence) To come up with ideas for audiovisual messages for different audiences and platforms.
3. CM14 (Competence) To come up with ideas for audiovisual messages for different audiences and platforms.
4. CM15 (Competence) To organise the production of audiovisual messages for different audiences and platforms.
5. CM15 (Competence) To organise the production of audiovisual messages for different audiences and platforms.
6. CM15 (Competence) To organise the production of audiovisual messages for different audiences and platforms.
7. KM19 (Knowledge) To apply Audiovisual Communication theories to industrial audiovisual productions.
8. KM19 (Knowledge) To apply Audiovisual Communication theories to industrial audiovisual productions.
9. SM19 (Skill) To construct static and dynamic compositions in accordance with the key principles of design and art direction.

10. SM19 (Skill) To construct static and dynamic compositions in accordance with the key principles of design and art direction.

## 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

## Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Evaluation	10	0.4	CM14, CM15, KM19, SM19
Implementation practices	40	1.6	CM14, CM15, KM19, SM19
Theoretical sessions	20	0.8	CM14, CM15, KM19, SM19
Type: Supervised			
Tutorials	20	0.8	CM14, CM15, KM19, SM19

Type: Autonomous				
Reading, analysis and synthesis of texts, preparation and completion of assignments	60	2.4	CM14, CM15, KM19, SM19	

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.

## Assessment

### Continuous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Evaluation tests	20%	0	0	CM14, CM15, KM19, SM19
Implementation practices	40%	0	0	CM14, CM15, KM19, SM19
Project	40%	0	0	CM14, CM15, KM19, SM19

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%).

## Bibliography

Bowie, José Antonio Pérez. "La adaptación cinematográfica a la luz de algunas aportaciones teóricas recientes." *Signa (Madrid, Spain)* 13.13 (2004): 277-300. Print.

Castello Sirvent, Fernando, and Vanessa Roger Monzó. "DIRECCIÓN DE ARTE Y PRODUCCIÓN PUBLICITARIA: ANALIZAR, CONECTAR, EXPERIMENTAR Y CREAR." *Vivat academia (Alcalá de Henares)* 22.147 (2019): 65-85A. Web.

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 direccin artistica." *Revista FAMECOS* 40 (2009): 84-. Print.

Rizzo, Michael. *Manual de direccin artstica cinematogrfica / Michael Rizzo; traduccin: Sylvia Steinbrecht Aleix*. Barcelona: Omega, 2007. Print.

Rom Rodrguez, Josep A. Diseo grfico publicitario: diseo grfico y direccin de arte publicitaria. N.p., 2018. Print.

## Software

Adobe package

## Language list

Name	Group	Language	Semester	Turn
(PLAB) Practical laboratories	41	Catalan	first semester	morning-mixed
(TE) Theory	4	Catalan	first semester	morning-mixed