



## Teaching Guide

Identifying Data					2017/18
Subject (*)	Art Direction and Production Design		Code	616G01025	
Study programme	Grao en Comunicación Audiovisual				
Descriptors					
Cycle	Period	Year	Type	Credits	
Graduate	1st four-month period	Third	Obligatoria	6	
Language	SpanishEnglish				
Teaching method	Face-to-face				
Prerequisites					
Department	Socioloxía e Ciencias da Comunicación				
Coordinador	León Sanjuán, María Victoria de	E-mail	victoria.de.leon@udc.es		
Lecturers	León Sanjuán, María Victoria de	E-mail	victoria.de.leon@udc.es		
Web	<a href="http://comunicacion.udc.es/audiovisual/es">http://comunicacion.udc.es/audiovisual/es</a>				
General description	The aim is to understand the role of the Production Designer or Art Department head within the audiovisual project. Basic concepts and techniques will be analyzed as well as the main tools and vocabulary, learning to visualize the entire process.				

## Study programme competences

Code	Study programme competences
A2	Crear productos audiovisuais.
A3	Xestionar proxectos audiovisuais.
A7	Coñecelas técnicas de creación e produción audiovisual.
B9	Desenvolverse para o exercicio dunha cidadanía aberta, culta, crítica, comprometida e solidaria capaz de analizar a realidade, diagnosticar problemas, formular e implanter solución baseadas no coñecemento e orientadas ao ben común
C1	Entender a importancia da cultura emprendedora e coñecer os medios ao alcance das persoas emprendedoras.
C2	Valorar criticamente o coñecemento, a tecnoloxía e a información dispoñible para resolver os problemas cos que deben enfrontarse.
C3	Asumir como profesional e cidadán a importancia da aprendizaxe ao longo da vida.
C4	Valorar a importancia que ten a investigación, innovación e o desenvolvemento tecnolóxico no avance socioeconómico e cultural da sociedade.

## Learning outcomes

Learning outcomes	Study programme competences		
The aim is for the student to understand the role of the Production Designer or Art Department head within the audiovisual project. Basic concepts and techniques will be analyzed as well as the main tools and vocabulary, learning to visualize the entire process.	A2	B9	C1
	A3		C2
	A7		C3
			C4

## Contents

Topic	Sub-topic
1st Block. The Production Designer: Role and Responsibilities	Lesson 1. Skills and knowledge of the Production Designer. Origin of design and first designers. Lesson 2. The production environment. Components for set and character building. Lesson 3. Use of special effects in Art Direction. Lesson 4. Basic lighting and color skills.
2nd Block. General Working Process	Lesson 5. Storyboards. Lesson 6. Set and character documentation. Outdoor site locations. Lesson 7. Previous designs, models and plan drawings. Lesson 8. Construction materials and set assembly.



## Planning

Methodologies / tests	Competencies	Ordinary class hours	Student?s personal work hours	Total hours
Guest lecture / keynote speech	A2 A3 C1 C2 C3 C4	22	44	66
Workshop	A2 A7 B9 C1 C2 C3 C4	22	44	66
Multiple-choice questions	A7 C3 C2	1	14	15
Personalized attention		3	0	3

(\*)The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

## Methodologies

Methodologies	Description
Guest lecture / keynote speech	Theoretical explanations with Power Point and audiovisual examples.
Workshop	<p>There will be required a variety of tasks explained at the beginning of the course. Complete explanation at Campus Virtual (Moodle).</p> <ul style="list-style-type: none"><li>- Short projects and public presentation. Theoretical implementation.</li><li>- Long project: Artistic Direction of a Screenplay.</li><li>- Shared project with Cinematografy subject. To re-create the stage set of a movie clip.</li></ul> <p>All tasks are demanded and developed in groups.</p>
Multiple-choice questions	Se examinará dos contidos teóricos dados nas Sesións maxistras e os textos de lectura obrigatoria.

## Personalized attention

Methodologies	Description
Workshop	Personalized tutoring at class or at teacher's office.
Guest lecture / keynote speech	Please, by appointment at: vleon@udc.es or victoria.de.leon@udc.es

## Assessment

Methodologies	Competencies	Description	Qualification
Multiple-choice questions	A7 C3 C2	30% of total punctuation: multiple choice and short questions exam of theoretical aims.	30
Workshop	A2 A7 B9 C1 C2 C3 C4	70% of total punctuation: projects developed during the course, or practical exam on July call.	70

## Assessment comments

### IMPORTANT ADVICE:

It is obligatory to pass each block for getting through the subject.  
Passed parts will be kept for following calls.

## Sources of information



<b>Basic</b>	<ul style="list-style-type: none"><li>- ETTEDGUI, Peter (2001). "Diseño de producción &amp; dirección artística". Barcelona: Océano</li><li>- GUARDIA, Manuel y ALONSO, Raúl (1993). "Técnicas de construcción, ornamentación y pintura de decorados". Madrid: IORTV (Instituto Oficial de Radio y Televisión)</li><li>- HART, John (2001). "La Técnica del Storyboard". Madrid: IORTV</li><li>- MILLERSON, Gerald (2001). "Realización y producción en TV" (caps.10-11). Madrid: IORTV</li><li>- RIZZO, MICHAEL (2007). "Manual de dirección artística cinematográfica". Barcelona: Ed. Omega</li><li>- STEVEN, Katz D. (2002). "Plano a plano. De la idea a la pantalla". Madrid: Editorial Plot</li><li>- Varios autores (2002). "La Dirección Artística? nº27. Madrid: Nickel Odeón</li></ul>
<b>Complementary</b>	<ul style="list-style-type: none"><li>- GOROSTIZA, Jorge (1997). "Directores Artísticos Del Cine Español". Madrid: Cátedra S.A.</li><li>- MÁRQUEZ BERRIOS, Juan (2000). "Maquillaje y caracterización". Madrid: IORTV</li><li>- MURCIA, Félix (2002). "La escenografía en el cine". Madrid: Fundación Autor</li><li>- VILA, SANTIAGO (1997). "La escenografía. Cine y arquitectura". Madrid: Cátedra</li></ul>

## Recommendations

### Subjects that it is recommended to have taken before

Graphic Expression/616G01004  
Applied Design/616G01015  
Screenplay Writing/616G01018

### Subjects that are recommended to be taken simultaneously

Audiovisual Analysis/616G01021  
Cinematography Direction and Lighting/616G01022  
Theory and Practice of Editing/616G01023  
3D Infography1/616G01024

### Subjects that continue the syllabus

### Other comments

(\*)The teaching guide is the document in which the URV publishes the information about all its courses. It is a public document and cannot be modified. Only in exceptional cases can it be revised by the competent agent or duly revised so that it is in line with current legislation.