



## Teaching Guide

| Identifying Data    |  |        |                         |           | 2020/21 |
|---------------------|--|--------|-------------------------|-----------|---------|
| 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  | Obligatory              | 6         |         |
| Language            | SpanishEnglish   |        |                         |           |         |
| Teaching method     | Hybrid   |        |                         |           |         |
| 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                 | comunicacion.udc.es/audiovisual/es   |        |                         |           |         |
| General description | <p>The Production Design Department defines every visual and artistic appearance in any audiovisual project. The Designer makes all the decisions about shapes, colors, treatment and ultimately the plastic production style. He works closely with the film's director.</p> <p>This professional is usually necessary in large productions, where different teams develop the scene setting and characters, coordinated by their respective Art Directors, Costume Design and Makeup, ensuring the previously general aesthetics.</p> <p>In modest productions, there is only the Art Director figure.</p> |        |                         |           |         |
| Contingency plan    | <p>1. Modifications to the contents: none</p> <p>2. Methodologies<br/>*Teaching methodologies that are maintained: all of them (online sessions on Teams)<br/>*Teaching methodologies that are modified: practical classes will be taught online (Teams)</p> <p>3. Mechanisms for personalized attention to students: Email, Moodle, Teams</p> <p>4. Modifications in the evaluation<br/>*Evaluation observations: if it is not available to do the final exam, the evaluation will be the 100% from the Art Project itself.</p> <p>5. Modifications to the bibliography or webgraphy: None</p>              |        |                         |           |         |

## Study programme competences

| Code | Study programme competences  |
|------|--|
| A2   | Crear productos audiovisuais.  |
| A3   | Xestionar proxectos audiovisuais.  |
| A7   | Coñecer as 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 implantar 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 for the student 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 all the entire process. | A2<br>A3<br>A7              | B9 | C1<br>C2<br>C3<br>C4 |

| Contents   |  |
|--|--|
| Topic  | Sub-topic  |
| 1st Block.<br>The Production Designer: Role and Responsibilities | Lesson 1. Skills and knowledge of the Production Designer. Origin of design and first designers.<br>Lesson 2. The production environment. Components for set and character building.<br>Lesson 3. Use of special effects in Art Direction.<br>Lesson 4. Basic lighting and color skills. |
| 2nd Block.<br>General Working Process                            | Lesson 5. Storyboards.<br>Lesson 6. Set and character documentation. Outdoor site locations.<br>Lesson 7. Previous designs, models and plan drawings.<br>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       | 28                   | 45                            | 73          |
| Workshop                       | A2 A7 B9 C1 C2 C3<br>C4 | 28                   | 45                            | 73          |
| Multiple-choice questions      | A7 C2 C3                | 2                    | 0                             | 2           |
| Personalized attention         |                         | 2                    | 0                             | 2           |

(\*)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 on line (Teams) with Power Point and audiovisual examples.   |
| Workshop                       | Face-to-face teaching. There will be required a variety of tasks explained at the beginning of the course. Complete explanation at Campus Virtual (Moodle).<br><br>- Short projects, hands-on learning. Theoretical implementation.<br>- Long project: Artistic Direction of a Screenplay.<br><br>All tasks are demanded and developed in groups. |
| Multiple-choice questions      | Final exam on site of theoretical part.   |

|                        |
|------------------------|
| Personalized attention |
|------------------------|



| Methodologies                     | Description  |
|-----------------------------------|--|
| Workshop                          | Personalized tutoring at class or at teacher's office.             |
| Guest lecture /<br>keynote speech | Please, by appointment at: vleon@udc.es or victoria.de.leon@udc.es |
|                                   | Face-to-face teaching.   |

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

| Assessment comments   |
|---|
| <p><b>IMPORTANT ADVICE:</b></p> <p>It is obligatory to pass each block for getting through the subject.</p> <p>Passed parts will be kept for following calls.</p> |

| Sources of information |   |
|------------------------|---|
| <b>Basic</b>           | <ul style="list-style-type: none"> <li>- ETTEDEGUI, 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   |
|---|
| <b>Subjects that it is recommended to have taken before</b>   |
| Graphic Expression/616G01004<br>Applied Design/616G01015<br>Screenplay Writing/616G01018  |
| <b>Subjects that are recommended to be taken simultaneously</b>   |
| Audiovisual Analysis/616G01021<br>Cinematography Direction and Lighting/616G01022<br>Theory and Practice of Editing/616G01023<br>3D Infography1/616G01024 |
| <b>Subjects that continue the syllabus</b>  |
|   |
| <b>Other comments</b>   |
|   |



(\*)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.