UNIVERSITI TEKNOLOGI MARA

CTS264: ART DIRECTION

Course Name (English)	ART DIRECTION `APPROVED`
Course Code	CTS264

MQF Credit	3

Course Description	This course aims primarily to introduce and expose student to concept of production design in film and television. Thus, this subject will be focusing on the significant art of art direction as a medium of storytelling in a film. Using a student-centered learning approach, the course will focus on the students' responses to the texts they investigate and masterly build a model of a main setting for a chosen film genre. The model should incorporated all elements learned throughout the course and serve as a function part of storytelling mechanism in a film .

Transferable Skills	1. Describe and apply the concept of production design and art direction. (C3)
	2. Demonstrate and analysed important characteristics requirement of a particular art direction design base on the text (s). (C4)
	3. Master and Design the significant requested model of a main setting for a chosen film genre. (P5)

Teaching Methodologies	Lectures, Presentation, Workshop

CLO	CLO1 Describe and apply the concept of production design and art direction.
	CLO2 Demonstrate and analysed important characteristics requirement of a particular art direction design base on the text (s).
	CLO3 Master and Design the significant requested model of a main setting for a chosen film genre.

Pre-Requisite Courses	No course recommendations

Topics
1. 1. Course Briefing 1.1) Introduction to An Overview of Post Production and Art Direction
2. 2. Post Production & Art Direction 2.1) History and general charaecteristics
3. 3. The Concept of Perspectives 3.1) The Concept of Lines and Vanishing Points
4. 4. Colour And Texture 4.1) Fundamental and Concept
5. 5. Workshop 1 (Group Work): Reading And Understanding the Script Through The Art Director Eyes 5.1) Looking For The Main Setting 5.2) Sketching the Main Setting
6. 6. Workshop 2 (Group Work): 6.1) Sketching and Visualising The Main Setting
7. 7. Film Adaptation And Art Direction Part 1 7.1) Overview and Concept
8. 8. Film Adaptation And Art Direction Part 2 8.1) Reading The Chosen Film Through Adaptation Characteristic and Culture
9. 9. Film Adaptation And Art Direction Part 3 9.1) Discussion And Preparing The Individual Assignment

10. 10. Workshop 1 (Final Project-Individual) 10.1) Sketching and Visualising the Main Setting.
11. 11. Workshop 2 (Final Project-Individual) 11.1) From 'Sketching' to Real -Build Landscape or Skeleton of Your Module.
12. 12.Workshop 3 (Final Project-Individual) 12.1) From Skeleton to Complete
13. 13. Workshop 4 (Final Project-Individual) 13.1) Final Touching -Up and Make it Look Cinematic.
14. 14. Submission 14.1) An Art Director.

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Reading and analysed a chosen film through an Art Direction concept of theory given.	30%	CLO2
	Final Project	Build a module of a main setting referring to the given genre and characteristic of the main setting. Using all the concept and theory of art direction learned in class.	40%	CLO3
	Group Project	A Criss-Cross work. To build a main setting for the project applied all learned concept and elements of art direction	30%	CLO1

Reading List	Recommended Text	• **Vincent LoBrutto 2002, *The Filmmaker's Guide to Production Design*, Skyhorse Publishing Inc. [ISBN: 1581152248]** • **Gustavo Mercado 2010, *The Filmmaker's Eye*, Taylor & Francis [ISBN: 0240812174]** • **Cathy Whitlock 2010, *Designs on Film*, Harper Collins [ISBN: 0060881224]** • **Michael Rizzo 2005, *The Art Direction Handbook for Film*, Taylor & Francis [ISBN: 0240806808]** • **Georgina Shorter 2012, *Designing for Screen*, Crowood Press [ISBN: 1847973841]** • **Fisher, L 2015, *Art Direction & Production Design*, Rutgers USA** • **Cahir, L. 2012, *Literature into Film: Theory and Practice Approaches*, MacFarland & Company, Inc North California** • **Rizzo, M. 2015, *Art Direction for Film & Television*, Focal Press UK**
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	