



UNIVERSITI TEKNOLOGI MARA

CTS553: ART DIRECTION

Course Name (English)	ART DIRECTION APPROVED
Course Code	CTS553
MQF Credit	3
Course Description	This course exposes students to the theory of production design in film, television and new media, as well as the application of art, design and architecture to moving image storytelling. Besides, students will be introduced to some of the creative and technical skills necessary for film concept design and presentation. Students will be required to perform research exercises and document existing locations with photographs, measured plans and elevations and physical models as an aide to pre-visualization by the creative team. The course also covers the business of production design, including breakdowns and budgeting as well as the organization and running of the art department. By this, students will learn about the role of the Production Designer in the production process.
Transferable Skills	<ol style="list-style-type: none"> 1. Apply art, design and the architecture of production design in film, television and the new media. 2. Develop on-going creative and technical skills in conceptualising design and presentation. 3. Assign themselves as professional, ethical and creative Production Designers.
Teaching Methodologies	Lectures, Blended Learning, Field Trip, Practical Classes, Tutorial, Presentation
CLO	CLO1 Identify the significance of a production designer in the film production process CLO2 Apply the art, design and architecture to moving image storytelling CLO3 Function and practice the skills of art direction, from researching to running the art department
Pre-Requisite Courses	No course recommendations
Topics	<ol style="list-style-type: none"> 1. History of art direction from theater era to studio based production <ol style="list-style-type: none"> 1.1) Roles, functions & responsibilities of a Production Designer 1.2) The Artistic Unit: Identifying the system applied within pre-production process 2. History of Film Design <ol style="list-style-type: none"> 2.1) The Art Directors & Famous film set of the time 2.2) Concept & Genre in Application to Art Direction: The theme, period or epic, sci-fi & experimental 3. From Text to Space <ol style="list-style-type: none"> 3.1) Place, ideological meaning, sign, syntax, application, physical value, possibility & structure 4. Script Analysis and Research <ol style="list-style-type: none"> 4.1) Usage and application of painting, sculpture, design, archive, museum, magazines, books, photographs, video and film as script research tools 5. Film Screening and Discussion <ol style="list-style-type: none"> 5.1) Screening of award winning film based on Best Production Design (Academy Awards, BAFTA etc winners) and discourse 6. Fundamentals of Props, Costume and Make Up for Film & TV <ol style="list-style-type: none"> 6.1) Physical Application towards Screen 7. Script Breakdown and Budgeting for Art Direction <ol style="list-style-type: none"> 7.1) Locations, Set build up, accessories, make up, costume etc. 8. Storyboard in moving image process <ol style="list-style-type: none"> 8.1) Pre-Production stage 8.2) Pre-Visualisation

9. Make Up for Film & TV

9.1) Make Up Tutorial

10. Elevation Drawing

10.1) Perspective drawing (Single and Two-Point Perspective)

10.2) Isometric and Elevation drawing, floor plan and technical aspect

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Individual Essay: Perspective of Art Direction in Motion Picture	20%	CLO1 , CLO3
	Group Project	Group Project: Kriss Kross Storyboard & Idea	20%	CLO2 , CLO3
	Group Project	Group Project: Kriss Kross Art Direction Project Shooting	30%	CLO1 , CLO2 , CLO3
	Presentation	Individual Project: TVC Storyboard & Idea	20%	CLO2 , CLO3
	Written Report	Group Project: Kriss Kross Art Direction Report	10%	CLO1 , CLO3

Reading List	Recommended Text	<ul style="list-style-type: none"> • Robert L. Olson 1999, <i>Art Direction for Film and Video</i>, Focal Press [ISBN: 0240803388] • Fionnuala Halligan, <i>Production Design</i> [ISBN: 0240823753] • Vincent LoBrutto 2002, <i>The Filmmaker's Guide to Production Design</i>, Skyhorse Publishing Inc. [ISBN: 1581152248] • Gustavo Mercado 2010, <i>The Filmmaker's Eye</i>, Taylor & Francis [ISBN: 0240812174] • Cathy Whitlock 2010, <i>Designs on Film</i>, Harper Collins [ISBN: 0060881224] • Michael Rizzo 2005, <i>The Art Direction Handbook for Film</i>, Taylor & Francis [ISBN: 0240806808] • Georgina Shorter 2012, <i>Designing for Screen</i>, Crowood Press [ISBN: 1847973841]
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Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources