Course Name (English)	PRODUCTION DESIGN APPROVED
Course Code	FFF123

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 modes 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	Leadership Creative thinking Problem-solving Planning Financial Artistic

Teaching Methodologies	Lectures, Blended Learning, 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
1. Introduction of Production Design 1.1) N/A
2. History and Introduction of Production Design in Filmmaking 2.1) N/A
3. Setting, Time and Space and Genre Specification 3.1) N/A
4. Concept & Genre in Application to Production Design 4.1) N/A
5. From Text to Space 5.1) N/A
6. Translating Script Into Images 6.1) N/A
7. Fundamentals of Props, Costume and Make Up for Film & TV 7.1) n/a
8. Script Analysis and Research 8.1) n/a
9. Presentation (Kriss Kross Short Film Presentation) 9.1) N/A

10. Elevation Drawing 10.1) N/A
11. Isometric Design Into Technical Drawing 11.1) N/A
12. Presentation (Art Direction for TV Advertisement) 12.1) N/A
13. Storyboard (From Text to Visual) 13.1) N/A
14. Format & Implementing Film Shots Into Storyboard 14.1) N/A

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Essay writing	30%	CLO1
	Group Project	Art Direction for TV Advertisement	30%	CLO3
	Group Project	Group Project (Kriss Kross Short Film Presentation)	40%	CLO2

Reading List	Recommended Text	Fionnuala Halligan 2012, *Filmcraft: Production Design*, 2nd Ed., Focal Press London [ISBN: 9780240823751]
	Reference Book Resources	**Michael Rizzo 2015, *The Art Direction Handbook for Film & Television*, 2nd Ed., Focal Press New York [ISBN: 9780415842792]**
		Jane Barnwell 2017, *Production Design for Screen: Visual Storytelling in Film and Television*, 1st Ed., Bloomsbury Visual Arts [ISBN: 9781472580672]
		Patricia Woodbridge 2012, *Designer Drafting and Visualizing for the Entertainment World*, 2nd Ed., Focal Press [ISBN: 9780240818917]
		Hans P. Bacher 2015, *Sketchbook: Composition Studies for Film*, 1st Ed., Laurence King Publishing [ISBN: 9781780675961]
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	