Course Name (English)	ART DIRECTION IN COMMUNICATION DESIGN `APPROVED`
Course Code	GDG584

MQF Credit	3

Course Description	A course in theory and practice on communication design for students to look beyond aesthetic concerns and develop an integrated, multidimensional understanding on art directing. Students will learn how to approach consumer problems and produce design solutions in a methodical, professional manner. Interwoven by practices between design and content development, this is a fundamental course on the management of art direction as a filtering process for making design judgments. By determining the overall emotion, tone and manner of the message, students are trained to filter design choices to uncover the design path to take when faced with design decisions. Work is broadcasted on print and electronic media, bringing strategic visual messages to specific audience.

Transferable Skills	Demonstrate the ability to compare, operate under supervision and adoption of good design practice

Teaching Methodologies	Lectures, Blended Learning, Studio, Practical Classes

CLO	CLO1 To compare (C4) the characteristics or art direction from different industries, for example : film, advertising, brand identity, music, comic, game design.
	CLO2 To operate under supervision (P3) the types of art direction suitable for the subject matter chosen, through documented process, showing idea research and ideation.
	CLO3 To adopt (A3) good design practice in a project setting.

Pre-Requisite Courses	No course recommendations

Topics
1. Introduction to art direction in communication design from different industries 1.1) Introduction to art direction in communication design from different industries : 1.2) film 1.3) advertising 1.4) brand identity 1.5) music 1.6) comic 1.7) game design 1.8) 1.9) Also introduction to the course info, topics, projects, assessment criterias
2. Managing design process 2.1) Planning and management 2.2) selection of subject matter 2.3) research 2.4) documentation of idea development
3. Progress assessment 3.1) On going assessment
4. Final project assessment 4.1) Submission and evaluation

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	To assess the adoption (A3) of good design practice in a project setting	40%	CLO3
	Case Study	To assess ideas from visualization skills from discrete and documented steps through sketches showing middle order psychomotor domain attainment (P4)	40%	CLO2
	Group Project	To assess the width and depth of knowledge in attaining the intermediate order of the cognitive domain (C4)	20%	CLO1

Reading List	Recommended Text	• **William Wells, John Burnett, Sandra Moriarty 2003,** *Advertising*, **6th Edition Ed., Prentice Hall Upper Saddle River, N.J. [ISBN: 9780130477224]** • **Mono Design,** *Branding: From Brief to Finished Solution*, **Rotovision [ISBN: 9782880468057]**
	Reference Book Resources	• **Pete Barry 2008,** *The advertising concept book*, **Thames & Hudson London [ISBN: 9780500514054]** • *Advertising For Dummies?*, **John Wiley & Sons Hoboken [ISBN: 9780470045831]** • **W. Glenn Griffin, Deborah Morrison,** *The Creative Process Illustrated*, **How [ISBN: 9781600619601]**
Article/Paper List	Recommended Article/Paper Resources	• **DAN MALL 2010, Art Direction and Design, November 02, 2010** **http://alistapart.com/article/art-direction-and-design** • **DAN MALL 2014, ON CREATIVE DIRECTION** **http://danielmall.com/articles/on-creative-direction/** • **JENNY THEOLIN 2014, How to become an art director, Nov 30, 2014 14:05 pm** **http://www.creativeblog.com/career/art-director-11121180**
Other References	This Course does not have any other resources	