

Course Syllabus

Art Direction in Film and TV

- Class Level : Undergraduate
- Credit numbers: 3
- Course Number :
- Course Dates :
- Course Time:
- Classroom :
- Instructor : Dr. Meiho CHEN
- Instructor's Office : E-201
- Office Hour : Tuesday 10:25 – 12:10
Friday 13:30– 15:20
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- **Course Objectives**

According to the art design to create an artistically appealing screen image, this course first discusses the evolution of the historical style of film art and the application of art materials, and then understands the task of film art design for scenes and characters, along with theory and practice in parallel with this course. Through a famous world-class gold award, art director, who tells us how to create a world of movies that tells stories with style, color, form, and texture, thereby enabling a better understanding of what a production designer does.

- **4 categories for the course**

- Introduction to the historical evolution of film arts

Introduction to the historic study of production art. This focuses on the historical evolution of film arts for more than a hundred years. Through a systematic presentation of film design, students will examine feasible evolutions in which art craft may be used creatively and innovatively.

- Understanding the tasks of an art director

The art director is a draftsman, designer, architect, and, in some ways, more of a magician, manipulation all the things that can tell stories, creating the most realistic dreams on the screen, and the most obvious scams. With regard to the

design, framing, setting up a scene, and texture making, which makes the movie world profoundly creative.

- Creating a movie world with art craft skills

Applications of scenes and actor designs, prop modeling, and material conversion skills. This provides the understanding of how to apply the art skills on a scene design and actor transformation through the instructor’s workshops. Our practical sessions may include modeling and color practice imitation, bronze-marble and wood grain texture, finger modeling and special effects. These techniques will stimulate the students to practice their art craft skills.

- Understanding the style of film art

Introduction to research in the group

Students will be organized into groups to research three films by the art director by trying to better understand their different and/or similar styles. It will enable them to understand their critically different techniques, and also to consider what might be the most useful in the application of the art director.

● Syllabus :

Week	Date	Contents	HW
1	9/12	Introduction Film Art Design	
2	9/19	1. Scene design 2. Actor design 3. Prop modeling 4. Material conversion	
3	9/26	The Historical Evolution of Film Arts	
4	10/3	Introduction film studio	
5	10/10	Holiday	
6	10/17	Scene Design	
7	10/24	Workshop 1:Modeling and Color Practice	
8	10/31	Film study-Making of 1	Film study
9	11/7	Mid-Term	
10	11/14	Workshop 2: Distressed –imitation	

		Bronze-Marble and Wood grain texture	
11	11/21	Workshop 3:Finger Modeling	
12	11/28	Film study-Making of 2	Film study
13	12/5	Movie actor character design	
14	12/12	Workshop 4: Special effects	
15	12/19	Film study-Making of 3	Film study
16	12/26	Final Presentation 1	
17	1/2	Final Presentation 2	
18	1/9	Final examination	

● References:

Fionnuala Halligan (2012). Film Craft : PRODUCTION DESIGN, The ILEX press,
ISBN: 978-986-5671-67-9

Jean-Pierre BERTHOME(2003), LE DÉCOR AU CINÉMA, Cahiers du Cinema,
ISBN:2866423607

Grading

1. Attendance & Participation: 30%
2. Group research : 20%
3. Mid-term examination: 25%
4. Final examination:25%