

Enquire Teaching Timetable

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Course Outcome

COMM 2928 - Art Direction

Learning Outcome

After taking this course, students are expected to:

1. Understand the fundamental of "how to make a story".
2. Understand the skeleton of art department and the cooperation with other departments in movie making.
3. Understand the basic workflow of art director in movie making.
4. Understand the aesthetics of a movie.

Course Syllabus

(For reference only, subject to changes)

1. Basic introduction of the production skeleton of movie making and the duty of each unit/ The Role of art director/ What is art direction?/ First, how to understand the story
2. Character and Drama, brief discussion on acting/ Concept of film style
3. How to use color/ How to help the actors/ actresses by costume design/ Material and costume and feeling.
4. Shape and set design/ The design process/ Set Construction and decoration
5. Space and Architecture in movie/ Styling and Space in movie.
6. Props/ Cinema and Painting.
7. How to use light source in creating the mood, the characters and the story/ The art style of Film Noir.
8. The art treatment of Action film/ The art treatment of CG movie.
9. The art treatment of thriller/ horror/ sc-fi movie
10. The art treatment of realism in film/ Research and budgeting

Assessment Type

	Assessment Type	Current Percent
1	Others	0
2	Presentation	0

Feedback for Evaluation

Course Evaluation

Required Readings

The Art Direction Handbook for Film by Michael Rizzo (Author)
Film Art : an introduction by David Bordwell
Story – Substance, Structure, Style & the Principles by Robert Mckee
<http://hkmbd.com/db/people>

Recommended Readings