

[Creation Labs 1 - Photography and art direction

Yuri Alemany

Course Code: [106069]
Credits: 3 ECTS
Year: 3
Semester: First Semester
Type: [Compulsory]
Subject: Creation Labs
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This subject is taught in: Catalan
Tutorials may be provided in: Catalan, Spanish and English

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Course Description

Brief description

[What is art direction?

What does an art director do?

What is their contribution to the image, design and message being communicated by an artistic piece?

This course will teach students all about the art director's unique vision, as well as about the beautiful symbiosis between art direction and photography. And it will do so via projects, applying learning to practice so that students can understand and internalise how art direction work functions in relation to photography.

Course objectives

- [Understand the role of the art director through personal experience.
- Familiarise students with the work of art directors in order to awaken their interest in the field.
- Discover the possibilities and disciplines in which art direction plays a role in relation to photography.
- Do. Think, create and direct.
- The idea, the concept and the execution.
- Developing critical ability. Knowing how to choose and direct the photographer.

Recommendations

This creative workshop is recommended for everyone who is interested in design, communication, images, photography and art.

Create, think, share, grow and learn.

Contents

- Introduction to Art Direction.
- References.
- Art direction and photography.
- Art director and photographer.
- Communication methods.
- Trends.
- Art direction and graphic design.
- Project 1
- Project 2
- Project 3
- We will invite art directors and photographers to join us as guest speakers.

Methodology

Teaching methodology

We learn by doing.

We argue, develop and defend our ideas.

We are honest and talk about what interests us personally.

Let's not take for granted that we can express who we are and that which makes us different, but instead let's take advantage of this freedom.

Course Activities

- Joint proposals and content creation
- Classroom presentations and debates
- Defending, conceptualising and developing projects
- Creation and production

Assessment system

[The objective of the continuous evaluation students will be undergoing is to make them aware of their academic performance throughout the course, in order to allow them to improve it The final grade achieved in this course will correspond to assessments related to class projects, attendance, participation, as well as individual and group contributions.

General Assessment Regulations

// In order to pass a course, students must obtain a minimum grade of 5.0.

// Once a student has passed a course, he or she cannot be subject to a new assessment or be re-graded on that course.

// Any student who has not submitted all assignments required to be handed in or has attended less than 80% of the classes without having justified these absences will be considered "Not Assessed" (NA). In the case of justified absence, students must contact their professor(s) once they return to class to determine how they will make up for the classes they have missed.

// In the event that a student commits any irregularity that could lead to a significant variation in an exam or assignment grade, this exam or assignment will be graded 0, regardless of any disciplinary proceedings that may be initiated. In the event of various such irregularities for exams or assignments pertaining to the same course, the final grade for this course will be 0.]

Appeal process

[Students may appeal a grade by making a formal request to this effect to the faculty. Any revisions of grades will be carried out according to the academic calendar.

Re-assessment process

General Regulations

It is not possible to appeal a grade in the case of internships external to EINA, final degree projects, and assignments/activities that, due to their eminently practical nature, do not allow it.

To participate in the grade review, students must have previously completed and been graded on other assignments whose total weight is equivalent to a minimum of two thirds of the total grade for the course or module.

Assessment Criteria

The project deliveries planned for the program will be graded on a scale of 1 to 10, with each partial grade contributing to the final grade for the course. The final grade will thus take into account: the partial grades obtained in the various phases of the project; class attendance and timely completion of the deliverables (20%); the original idea or proposal (40%); and the completed project and presentation (40%).

Bibliography and Resources

- D&AD Rotovision. The Art Dirección Book
- Milton Glaser. Diseñador ciudadano, ed. Gustavo Gili
- A. Tarkowski. Esculpir en el Tiempo. Rialp-
- Fontcuberta, Joan. El beso de Judas. Fotografía y verdad
- Pablo d'ors. Biografía del silencio, ed. Siruela