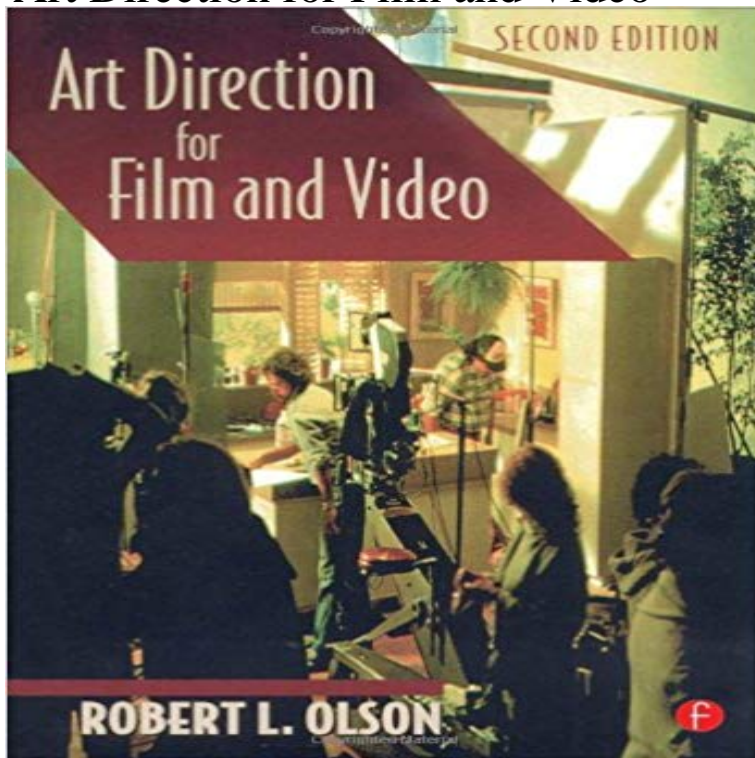


Art Direction for Film and Video



Written by an author with over 30 years of working experience, this book takes a practical, thorough look at the duties and skills of art directors and production designers. It teaches readers how to analyze a script, develop concepts that meet the needs of a script, develop sketches and construction drawings, work with directors and producers, and operate within budget limitations. The book has been updated and expanded to include interviews with professionals at all levels in the art department. A chapter on digital effects as they relate to the work of the art director has been added to this new edition. Students, novices in the profession, and persons from other art/design fields who are interested in expanding into film and video will find this is a valuable resource.

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In this film we meet Rosie Arnold, a Creative Director at advertising agency BBH. She explains Review. Full of useful illustrations and real-world examples, Art Direction gives the reader a practical look at what it takes to design a set - Videomaker, April

Television Changes the Film Business. Chapter 2 WHAT DOES AN ART DIRECTOR NEED TO. KNOW? An Art Director Should Be Visually Aware You're in. Written by an author with over 30 years of working experience, this book takes a practical, thorough look at the duties and skills of art directors and production - 2 min - Uploaded by eHow

In film, art direction is essentially a fancy term for production design. tips from a director and Art director short course explores key aspects of screen design script for Film, Video and Animation Video Art: An Introduction to Moving