Syllabus for Production Design I
USC SCA CTPR456  Production Design I  Fall 2014
Section: 18556  2 Units

Adjunct Professor: Tom Wilkins
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Day/Time: Mon. 7pm-10pm Rm.# SCA 204 Office Hrs: By Appt.

Course Description and Outline

Overview
Introduction to Art Direction is an examination of the role of the production designer and art director in motion pictures, television or new media. Students will learn what art direction brings to the narrative storytelling process and how to identify this while watching a film or television show. They will work on projects that will give them hands on experience at the design process solving real world problems with skills they learn in class.

Course Goals
• This course will examine the history and the development of the profession of art direction.
• This course will examine the difference between the production designer and the art director.
• The creative process of art directing will be explained from the reading and break down of a script through the development of a design concept and the implementation of that concept through research, sketches, drawings and models.
• Students will develop an understanding of the different departments on a production and how an art director interacts with each one to further the goals of the design
• Students will develop the basic skills necessary to express a design concept through drawing a ground plan and other pre-visualization methods.
• Students will design a concept for and a budget breakdown for a commercial.
• Students will design a selected scene from a movie script.
**Projects**

- **Art Direction Impact Presentations**: students will make two presentations on how art direction impacted two well known movies that they viewed.
- **Ground Plan**: Students will create a ground plan of a familiar set of rooms i.e. dorm room, family home or student housing.
- **Mid-term Exam**: There will be a mid-term exam covering the course lectures
- **Commercial Project**: will be the design concept/budget and breakdown for a commercial.
- **Final Project**: each student will present their design for a scene from a movie on a research presentation board including:
  - A 1/4" ground plan
  - A color/texture palette for your set or location
  - Location/set dressing photos

**Suggested Reading Materials**

What Art Direction Does: An Introduction to Motion Picture Production Design  
   By Ward Preston
The Film Maker's Guide to Production Design  
   By Vincent LoBrutto
The Art Direction Handbook for Film  
   By Michael Rizzo

**Grades**

Production Design I is graded on a letter grade basis. Grades will be based on both subjective and objective judgments; attendance, participation, clarity of work, and an effort, indicative of a growing understanding of the role that the production designer and art director play. Success is predicated on an energetic and ongoing interaction between all members of the class. Tardiness and unexcused absences will have a negative impact on your grade. If you must miss class, call or email your professor as soon as possible and always before the next class begins.
Grade Weighting:
- Attendance: 5%
- Class Participation: 5%
- Class Projects: 45%
  - 10% - Ground Plan, 15% Commercial Design,
  - 20% - 2 Art Direction Impact Presentations
- Mid-term: 20%
- Final Project: 25%

Course Outline

Week 1
Monday August 25
General introduction of class structure, meet and greet.
First lecture, "What is Art Direction and what impact does it have on a film?"

Monday September 1
NO CLASS LABOR DAY!!!!

Week 2
Monday September 8
Second lecture, "History of Art Direction"

Week 3
Monday September 15
Student presentations on art direction’s impact
Third lecture, "The Art Department Staff and all other departments"

Week 4
Monday September 22
Student presentations on art direction’s impact
Forth lecture, "Script Break Down, or the what, where, when and the how much does that cost? of Art Direction"
Week 5  Monday September 29
Student presentations on art direction’s impact
Fifth lecture, “Researching and scouting, the first steps in the design process”

Week 6  Monday October 6
Student presentations on art direction’s impact
Sixth lecture, ”Expressing a design idea, starting with a ground plan and simple elevations”
Assign ground plan project
Guest lecture

Week 7  Monday October 13
Student presentations on art direction’s impact
“Mid-term Test “ Coming up, study!
Seventh lecture, Set Construction and Set decoration
Guest lecture

Week 8  Monday October 20
“Mid-term Test “
Student presentations on art direction’s impact
Eighth lecture, “Developing your Design Concept”
Show how your Ground Plans is doing
Assign Scripts for Final Project –“Designing a Scene from a Film”

Week 9  Monday October 27
Student presentations on art direction’s impact
Students present ground plan projects
Eighth lecture, “Making a Presentation/Palette Board” and “Designing for a commercial”
Assign Scripts for Commercial Concept /Budget
Week 10    Monday November 3
Student presentations on art direction’s impact
Guest lecture, “Sketch-up Class”

Week 11    Monday November 10
Student presentations on art direction’s impact
Group work on commercial concepts & final projects, showing projects in development.

Week 12    Monday November 17
Student presentations on art direction’s impact
Present commercial design/budget breakdown projects

Week 13    Monday November 24
Student presentations on art direction’s impact
Present research and concept for final projects, showing projects in development.
Guest lecture

Week 14    Monday December 1
Student presentations on art direction’s impact
Present research and concept for final projects, showing projects in development.

Monday December 8
NO CLASS-STUDY DAYS!!!!!

Week 15    Monday December 15
Present final film design projects

STUDENTS WITH DISABILITIES:
Any student requesting academic accommodations based on a
Disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure that the letter is delivered to the Professor as early in the semester as possible. DSP is located in STU 301 and is open 8:30 am-5:00 pm, Monday through Friday. The phone number for DSP is (213) 740-0776.

**Statement on Academic Integrity**

USC seeks to maintain an optimal learning environment. General principles of academic honesty include the concept of respect for the intellectual property of others, the expectation that individual work will be submitted unless otherwise allowed by an instructor, and the obligations both to protect one's own academic work from misuse by others as well as to avoid using another's work as one's own. All students are expected to understand and abide by these principles. *Scampus*, the Student Guidebook, contains the Student Conduct Code in Section 11.00, while the recommended sanctions are located in Appendix A: http://www.usc.edu/dept/publications/SCAMPUS/gov/. Students will be referred to the Office of Student Judicial Affairs and Community Standards for further review, should there be any suspicion of academic dishonesty. The Review process can be found at: http://www.usc.edu/student-affairs/SJACS/.