Syllabus for Production Design I

USC SCA CTPR456   Production Design I   Fall 2015
Section: 18556   2 Units

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

Course Description and Outline

Overview

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

Course Goals

• Course will examine the history and the development of the profession of production design.
• Course will examine the difference between the production designer and the art director.
• The creative process of production designing 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 department 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 and a budget breakdown for a commercial.
• Students will design a selected scene from a movie script.

Projects

• <u>Production Design Impact Presentations</u>: students will make two presentations on how the production design impacted two well-known movies that they have viewed.

• <u>Ground Plan</u>: students will create a ground plan of a familiar set of rooms; i.e. dorm room, family home or student housing.

• <u>Mid-term Exam:</u> There will be a mid-term exam covering the course lectures.

• <u>Commercial Project</u>: students will create a design concept/budget and breakdown for a commercial.

• <u>Final Project</u>: each student will present their design for a movie's scene from a movie on a research presentation board including:

    A script break down into a set list.

    A 1/4" ground plan.

    A color/texture palette for the 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, class 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 a student's grade. If a student must miss class, call or email the professor as soon as possible and always before the next class begins.

Grade Weighting
    5%: Attendance
    5%: Class Participation
    45%; Class Projects
       10%-Ground Plan
       15% Commercial Design
       20% -2 Art Direction Impact Presentations
    20%: Mid-term test
    25%: Final Project

Course Outline

Week 1   Monday August 24
General introduction of class structure.
First lecture: **"What is Production Design and what impact does it have on a production?"**

Week 2   Monday August 31
Second lecture: **"History of Art Direction".**

Week 3   Monday September 7
NO CLASS - LABOR DAY

Week 4   Monday September 14
Student presentations on Production Design Impact.
Third lecture: **"The Art Department Staff and other Production Departments".**
Fourth lecture: **"Script Break Down and Budgeting".**

Week 5   Monday September 21
Student presentations on Production Design Impact.
Fifth lecture: **"Developing a Visual Concept and Researching and Scouting".**

Week 6   Monday September 28

Student presentations on Production Design Impact

Sixth lecture: <u>"Drafting a ground plan to express your design ideas".</u>

Assign Ground Plan project

Week 7   Monday October 5

Student presentations on Production Design Impact

Mid-term Test coming up.   Review in class.

Seventh lecture<u>: **"Set Construction and Set Decoration".**</u>

Guest lecture.

Week 8   Monday October 12

Mid-term Test.

Student presentations on Production Design Impact.

Show progress on Ground Plans.

Distribute scripts and discuss Final Project – "Designing a Scene from a Film".

Week 9   Monday October 19

Student presentations on Production Design Impact

Students present Ground Plan projects.

Eighth lecture<u>: **"Making a Presentation Board" and "Designing for a Commercial".**</u>

Week 10   Monday October 26

Guest lecture: <u>**"SketchUp Class".**</u>

Week 11   Monday November 2

Student presentations on Production Design Impact.

Group work on commercial concepts & final projects, showing projects in development.

Week 12   Monday November 9
Student presentations on Production Design Impact.
Group work on commercial concepts & final projects,
showing projects in development.

Week 13   Monday November 16
Student presentations on Production Design Impact
**Present commercial design/budget breakdown
projects.
Reminder: Scene selections for final project due next
week.**

Week 14   Monday November 23
Student presentations on Production Design Impact.
Present research and concept for final projects, showing
projects in development.
Guest lecture.

Week 15   Monday November 30
Student presentations on Production Design Impact.
Present research and concept for final projects, showing
projects in development.

Week 16   Monday December 7
             NO CLASS - STUDY DAYS

Week 17   Monday December 14
    Present final film design projects.

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/.

STATEMENT ON ACADEMIC CONDUCT AND SUPPORT SYSTEMS
Academic Conduct
Plagiarism – presenting someone else's ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in *SCampus* in Section 11, *Behavior Violating University Standards* https://scampus.usc.edu/1100-behavior-violating-university-standards-and-appropriate-sanctions/. Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, http://policy.usc.edu/scientific-misconduct/.

Discrimination, sexual assault, and harassment are not tolerated by the university. You are encouraged to report any incidents to the *Office of Equity and Diversity* http://equity.usc.edu/ or to the *Department of Public Safety* http://capsnet.usc.edu/department/department-public-safety/online-forms/contact-us. This is important for the safety whole USC community. Another member of the university community – such as a friend, classmate, advisor, or faculty member – can help initiate the report, or can initiate the report on behalf of another person. *The Center for Women and Men* http://www.usc.edu/student-affairs/cwm/ provides 24/7 confidential support, and the sexual assault

resource center webpage sarc@usc.edu describes reporting options and other resources.

Support Systems
A number of USC's schools provide support for students who need help with scholarly writing. Check with your advisor or program staff to find out more. Students whose primary language is not English should check with the *American Language Institute* http://dornsife.usc.edu/ali, which sponsors courses and workshops specifically for international graduate students. *The Office of Disability Services and Programs* http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html provides certification for students with disabilities and helps arrange the relevant accommodations. If an officially declared emergency makes travel to campus infeasible, *USC Emergency Information* http://emergency.usc.edu/will provide safety and other updates, including ways in which instruction will be continued by means of blackboard, teleconferencing, and other technology.