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profession. At

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tackles the wide

range of roles and

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which art directors

No one, until now,

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satisfying answer to

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this vexing
question. Here,
finally, two leading
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subject offer a
highly informative
and entertaining
insight into what art
direction is, and
how to practise it.

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by Steven Heller;

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Art direction
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[Steven Heller;
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-- An informative
and entertaining
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what art directors
do, this book covers
the role of the art
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numerous

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Art direction
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Art Direction

Explained, At ...

Description of the book "Art Direction Explained, At Last!": This book is a highly informative, highly entertaining introduction to what art direction is and what art directors

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do. Co-written by one of the world's leading art directors, it covers the role of art director in numerous environments, including magazines and newspapers, advertising, corporate identity, museums and publishing.

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Heller experts on
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how to practise it.

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environments in
which art directors
operate -

magazines,
newspapers,
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Art Direction

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Art Direction

Explained At Last Steven Heller

The result is an impressive, enlightening and often very funny diversity of perspectives and approaches. Clearly written, including a glossary of handy art director sayings, an 'art director test' and more, Art

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students with

insights into the

world of art

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professionals with a

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profession.

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Art Direction

My absolute favorite book in learning about Art Direction is Art Direction Explained, At Last! by Steven Heller and Veronique Vienne (<http://dmall.me/LqkZTr>). Both authors have many years of experience as art directors, and relay great information

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through the
combination of
dialog between
themselves,

interviews with
other prolific art
directors, and
examples of work
that exemplify
excellent art
direction.

What are the
definitive books on

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including a glossary

of handy art
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and more, Art
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provide students
with insights into
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Explained At Last! Steven Heller, Veronique Vienne. Hardcover, 2009-08-21. This book

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Veronique Vienne.

Häftad Engelska,

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Explained At

definition to our
work; it helps our
work convey a

specific message to
a particular group
of people. Art
direction combines
art and design to
evoke a cultural and
emotional reaction.

It influences
movies, music,
websites,

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magazines—just
about anything we
interact with.

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Art Direction and
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In simple terms, art
direction is the
oversight of all the

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Art Direction

Artistic aspects of a project. This can be a film project, a media project, or—for the purposes of this article—a design project. An art director's responsibilities will vary from various projects and companies But typically they can be responsible for:

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How to establish
your art direction -
Learn

Art Direction also includes props & wardrobe. These elements, when chosen wisely, will render a scene more believable or convincing. The overall aesthetic, dictated by a

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Production At

Designer and
implemented by an
Art Director,

influences the final
film as much as
lighting, storylines,
and dialogue. Why
is this important to
you?

What is Art
Direction and
Production Design?

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In fact, art direction is fairly straightforward.

Defined as,

“overseeing the artistic aspects of a film, publication, or other media production.”

Simply, an art director guides the artistic production of a project. An art director has an

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Understanding of
design and visual
aesthetic.

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6 Books To Inspire
Your Career In Art
Direction – The H
Hub

Adam Finkel,
legislative director
for Rep. Tom
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Ariz.) ... Elaine
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