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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 Direction Explained will provide students with insights into the world of art direction and professionals with a bible to the profession.

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Art directors are responsible for the visual style and images in magazines, newspapers, product packaging, and movie and television productions. They create the overall design for a project, and also direct others who develop the artwork or layouts.

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What makes a successful art director, what an art director actually does all day, what makes things go right, and what makes things go wrong. Alongside perspectives on typography, illustration, photography and more, there are case studies of successful art direction. Art Direction Explained, At Last!

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Art direction combines art and design to evoke a cultural and emotional reaction. It influences movies, music, websites, magazines—just about anything we interact with. Without art direction, we're left with dry, sterile experiences that are easily forgotten. Can a New York subway ad about the homeless

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Art director is the title for a variety of similar job functions in theater, advertising, marketing, publishing, fashion, film and television, the Internet, and video games. It is the charge of a sole art director to supervise

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and unify the vision.

Art director - Wikipedia

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 understanding of design and visual

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