

Project 3: Art Direction

[30 points]

Specifications: Select a client that you would like to produce an advertisement for. Brainstorm a concept that you will art direct in a future shoot. Research the company's current campaign in that area, the competing campaigns, select example advertisements to use as reference and make a list of all props and equipment necessary for the shoot.

Write a design brief outlining your research, concept and equipment. Include concept sketches and reference photos.

After the research is complete, I will partner you with a photographer to shoot your concept. The advertisement must be photo only (no text) and fit onto one vertical 8.5 x 11 page. You may include a logo or masthead if appropriate (check www.brandsoftheworld.com). Select the best two iterations of the concept to print and mount for critique. You will be graded both on the creativity of your concept and your photographic representation of your partner's concept.

Outcome: Concept and research
Two 8.5 x 11 printed and mounted photos
.pdfs of the final photos
contact sheet

Due Week 9 (end of class):

Multipage .pdf that includes the following:

1. Name and brief description of client
2. Your client's current ad campaign
3. The competition's ad campaign
4. 5-10 printed examples of reference material
5. 5 concept brainstorms with sketches
6. Written description & sketch of final concept
7. List of props
8. List of equipment

Due Week 10: Color print of design brief
Equipment and props for your shoot
Camera and tripod

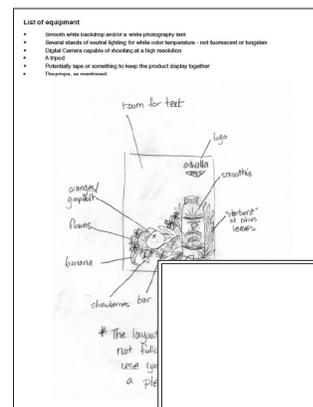
Due Week 11: Printed and mounted photos
.pdfs of the final photos and design brief
contact sheet of all photos



Client



Competition's Ad Campaigns



Final Concept