

Higher Studies Call for Applicants – EICTV

ART DIRECTION

Art Direction, as a technical and artistic specialty in contemporary audiovisuals, expresses through visual images, working in tandem with the Director and the Photographer, the narrative and aesthetic concepts of the film story line. This demands an increasingly plural professional training headed to strengthen the capacity to find formal solutions, as well as the development of abilities effectively recreating the visual context film narration requires.

EICTV in San Antonio de los Baños, Cuba, formally announces a Course on Higher Studies on Art Direction with the purpose of delving into the knowledge of professional resources related with this specialty and creative practice, through the preparation of an art folder that will show the integration of the processes under study.

Date: From October 7 to November 15, 2013

Duration: 6 weeks

Location: International School of Film and TV, Havana, Cuba

Tuition: 2800.00 €

Number of participants: 14

Minimum number: 10

In case the required minimum number of participants is not covered, the school reserves the right to suspend the course one month before its beginning. In that case, pre-registration payments previously made by those enrolled will be reimbursed.

Aimed at: Art directors, scenographers, custom designers, directors, producers, architects, designers, graduates in theater and filmmaking, persons interested in deepening their knowledge in the area of Art Direction and in professionalizing their experience through theoretical and practical work under the guidance of prominent professionals and professors in various disciplines involved in the Production Design.

The students will work with different texts, a period text, a contemporary text and a text that is not set at a specific period. They will be used to develop a comprehensive proposal for Art Direction.

Each of the seminars that make up the course will contribute to the development of the project.

Head of the course: Margarita Jusid (Argentina)

Participating teachers:

Luciana Fornasari (Argentina)

Mary Pereira (Cuba)

Ines Olmedo (Uruguay)

Ernesto Padrón (Cuba)

Humberto Junco (Cuba)

Oscar Carballo (Argentina)

Nieves Laferté (Cuba)

Jorge Yglesias (Cuba)

And other guest professors.

WEEK 1

From October 7 to 12

Course opening: October 7, 10:00 am

Introduction of students and teachers.

Introduction of the seminar. School tour.

Art History

From 9:30 to 12:30 pm

Prof. Mary Pereira

Historical succession of the arts. Basic themes. Art history as construction. The development of art and architecture in different historical processes

Art and its reflection in everyday life

Conceptual Design

From 2:00 am to 5:00 pm

Prof. Margarita Jusid and Luciana Fornasari

Concept of Design.

Design of the project on its first stage. Analysis of the text that will serve as basis for the work. Theoretical reflections. What-How-Why. Conceptual work. Visual approach.

Nature and concept imparted on the film. Narration of the art (Sets that tell the story)

Historical documentation, search for references, images, points of departure for an idea and an aesthetic concept.

Exercises in design

EXTRA HOURS (from 8:30 pm on)

Monday 7, Wednesday 9 and Friday 11

Prof. Jorge Yglesias

Series of films where the art direction plays a prominent role

How is Design –Environmental Space- introduced in films; role of the production design.

Saturday 12

from 9:30 am to 5:00 pm

Photographic scouting of locations near the school.

WEEK 2

From October 14 to 18

Expressive means

From 9:30 a.m. to 12:30 p.m. and from 2:00 to 5:00 pm

Prof. Oscar Carballo

Perception and representation of space. Drawing systems.

Drawing techniques. Freehand and linear drawing techniques.

Floor plans, elevations, models, perspectives

STORY BOARD

Models, color keys. Collage. The importance of expressing ideas through visual images.

Softwares.

Exercises for the projects.

EXTRA HOURS (from 8:30 pm on)

Monday 14, Wednesday 16 and Friday 18

Prof. Jorge Yglesias

Film screenings.

Tuesday 15 and Thursday 17

Profs. Margarita Jusid, Luciana Fornasari, Oscar Carballo

Initial aesthetic approaches to texts.

WEEK 3

From October 21 to 25

Atmosphere

from 9:30 a.m. to 12:30 p.m.

Prof. Inés Olmedo

The role of atmosphere in a project and the narrative role of the atmosphere

Style as a tool for art design.

- Definition of style applied to the material, artistic, decorative and functional creation of a particular place and historical period. The relationship between style and cultural, spiritual and material identity. Formal elements for recognizing a style. Art history from the point of view of styles.

- Investigation of materiality: elements of study, sources, documentation. Style research keys. Sources. Practical research exercises.

- Study of the material that came out of the research. Selection based on order of priority. Identification of the essential elements that make it up. The "bible" of a project as expression of the selection of relevant elements of the style of the characters, their spaces and spaces that pass through in the story.

- Historical styles: research, documentation and selection methodologies. Original pieces. Replicas and creation of elements for the shooting.

Practical exercises on style identification.

- Contemporary styles. Brief overview of the prevailing styles in the 20th century and new trends in the early years of the 21st century. The impact of the artistic avant-garde, technological breakthroughs and new forms of cultural production. The difficulties of stepping back when studying the immediate and surrounding realities.

Theoretical deepening and different approaches to the role of the Production Designer.

From 2:00 p.m. to 5:00 p.m.

Guest Professor (TBA)

EXTRA HOURS (from 8:30 pm)

Monday 21, Wednesday 23 and Friday 25

Screening of films with the production management of the visiting professor.

Tuesday 22 and Thursday 24

Workshop on making portfolios.

Profs: Inés Olmedo and Luciana Fornasari

Work on the recorded images, presentation of results, analysis of the processes and results.

Project development.

Saturday 26

From 9:30 a.m. to 5:00 p.m.

Prof: Ines Olmedo

Museums tour.

WEEK 4

From October 28 to November 1

Atmosphere (continued)

Monday 28, Tuesday 29, Wednesday 30 and Thursday 31

From 9:30 a.m. to 12:30 p.m. and from 2:00 p.m. to 5:00 p.m.

Prof: Inés Olmedo

Friday 1

From 9:30 a.m. to 12:30 p.m.

Prof. Carlos Torres

Scenographic Ending (patina, painting, aging)

From 2:00 p.m. to 5:00 p.m.

Visit to the ISA

EXTRA HOURS (from 8:30 pm on)

From Monday 28 to Friday 1

Workshop on art production planning and correction of portfolios

Professor. Inés Olmedo

Saturday 2

from 9:30 a.m. to 5:00 p.m.

Scouting of chosen locations.

WEEK 5

From November 5 to 9

Monday 4 and Tuesday 5

From 9:30 a.m. to 12:30 p.m. and from 2:00 p.m. to 5:00 p.m.

Characters Design

Prof. Nieves Laferté

The relationship between the costume and the character and the way in which the Director uses costume as a tool for storytelling.

- The construction of characters from the script and the director's point of view. Design of main characters, secondary characters and extras. Limits and possibilities in each case. Stages from design to mise en scene.
- Case study: unique costume for a feature film, period costume, real costume and especially made costume. The "closet" of a character: what we see and what we suggest according to the logic of his/her objective conditions and journey in the story.
- Materials, realization, adjustments and effects applied to garments, cataloging, organizing methodology of costume in shooting, maintenance, storage and preservation. Pre-production crew and shooting crew.
- Accessories of the character. Dramatic props used by the characters. Narrative and expressive role of Props. Production, use, care and storage of props.

Makeup and hairstyle. The construction of the character after meeting the actor and his/her body. Visual identity design and its "permanent" appearance modification. Design of variations of visual identity in the course of the story, following the journey of the character. Makeup and hairstyle crew: design and arranged trials of makeup, working conditions, run-time in shooting. Hairstyle and makeup specific materials for film. Direct relationship with the DP.

Wednesday 6

From 9:30 a.m. to 12:30 p.m.

Design of characters (continued)

Prof. Nieves Laferté

From 2:00 p.m. to 5:00 p.m.

Photography and Camera Direction.

Prof. Lily Suarez

Close collaboration between the two areas. The specific agreement in every situation, scenery or locale. Camera, light and lenses to be used.

Practical exercises.

During this workshop, students will do a practical exercise combining photography, camera, design, project, construction, finish and ambience of a set in the School Studio.

Thursday 7 and Friday 8

From 9:30 a.m. to 12:30 p.m.

Photography and Camera Direction.

Prof. Lily Suarez

EXTRA HOURS (from 8:30 p.m. on)

From Monday 4 to Wednesday 6

Scenographic Production Workshop

Profs. Carlos Torres and Luciana Fornasari

WEEK 6

From November 11 to 15

Monday 11 and Tuesday 12

Postproduction

From 9:30 a.m. to 12:30 p.m. and from 2:00 p.m. to 5:00 p.m.

Profs Ernesto Padrón and Humberto Junco

Special effects, virtual construction, post-production effects, programs to generate images, 3D.

The role of art director on a project with special effects, virtual construction, post-production effects. The design concept as a unifying element of the visual discourse. The creation of spaces and characters as an economic alternative and as aesthetic resource. . . 3D production. - Programs and resources in use. Possibilities and limitations.

Designing for virtual construction. The design of shapes, the choice of materials, the light. The design process, possibilities and limitations on the actual construction. The set for the actual shooting in combination with images generated by 3D: tracking points, guide models, blue screen.

Post-production visual effects. The design of the final image. Coordination between Art Director, SFX and VFX. Combined effects. Pure VFX. Image generation programs in use. Case studies.

Wednesday 13 and Thursday 14

Preparation of final portfolios

From 9:30 a.m. to 12:30 p.m. and from 2:00 p.m. to 5:00 p.m.

Prof Luciana Fornasari

Friday 15

Conclusions of the course

Requirements:

- To be a film school or university graduate or to work in audiovisuals.
- To have basic knowledge of artistic design and of computer programs such as Photoshop, Sketch up, AutoCad
- To e-mail a résumé or curriculum vitae with personal and professional data.
- To e-mail a digital portfolio with previous works (images) to the course address on a date that will be announced later.

General information:

The head of the course will select among the applicants, according to the documentation submitted and the date of application. This is an irrevocable decision and will be announced a month and a half before the beginning of the course.

Those selected will receive a list of materials they should bring to class. Whenever it is possible, those selected should bring their laptops and cameras (they do not need to be professional). We would really appreciate it.

Enrolment cost includes classes, accommodations and catering. Students will receive free non-specialized medical and first aid care at the first-aid post in the school.

Every foreigner entering the country should carry the medical insurance acknowledged in Cuba or must acquire it in the points of entry. This medical insurance will cover hospital and specialized care in case of need. Find details in www.asistur.cu

The school has sports facilities and transportation to town. There is round-the-clock cafeteria service, a store, laundry, international telephone service, e-mail and Internet service.

The school has the right to replace a professor in case there is a contingency.

Those interested in the course should submit their request to Orietta Roque, coordinator for Higher Studies orietta@eictv.org.cu

