

## CASE STUDY

### Who is an Art director?

An art director is, typically, the person who oversees the work of a team that produces images for television, film, theatre, fashion, marketing, publishing, advertisement or video games.



### What does an Art director do?

An art director directs the style and tone set by the client and conducts its team which includes artists, designers, performers, technicians, photographers and many more, to fulfil their individual duties to achieve a quality outcome.

Some of their major responsibilities are to identify the best way to present his ideas visually, to select which design, photograph, art or colour to utilize, to review and approve ideas, to interact with clients to understand their requirements and for the final approval.

Besides, the overall management of a team, an art director has the responsibility to understand the design elements of projects, inspire other creative workers, and keep projects on budget and on time.



### **What skills and abilities are required?**

Art directors are required to have a graphic design judgement and technical knowledge of production alongside potent conceptual skills as they are expected to bring abstract ideas into real life and come up with multiple solutions to an issue or obstacle.

Communication skills are, also, very essential as they encounter clients on a day-to-day basis and have the responsibility to understand their demands and preferences and be able to deliver them to the team with the purpose to complete the project/product according to the clients' necessities.

An outstanding portfolio is an asset for an art director's career as same as for any other person in the creative industry. Agencies, directors, publishing houses, and clients all look at artists' portfolios when they are deciding whether to hire or contract for a project, big or small.

### **Where do Art directors work?**

Art directors work in various industries such as publishing (books, magazines and newspapers), advertising and public relations, and film production. Therefore, their work differs according to the industries' specialization.

In publishing, the art director must select and approve the layout of a newspapers or magazines page as well as choose the cover page for a book.

In advertising and public relations, he/she is responsible for delivering the consumer's demand to the team and supervising them.

In film production, however, the art director regulates the overall look of the set with the collaboration of the film directors.

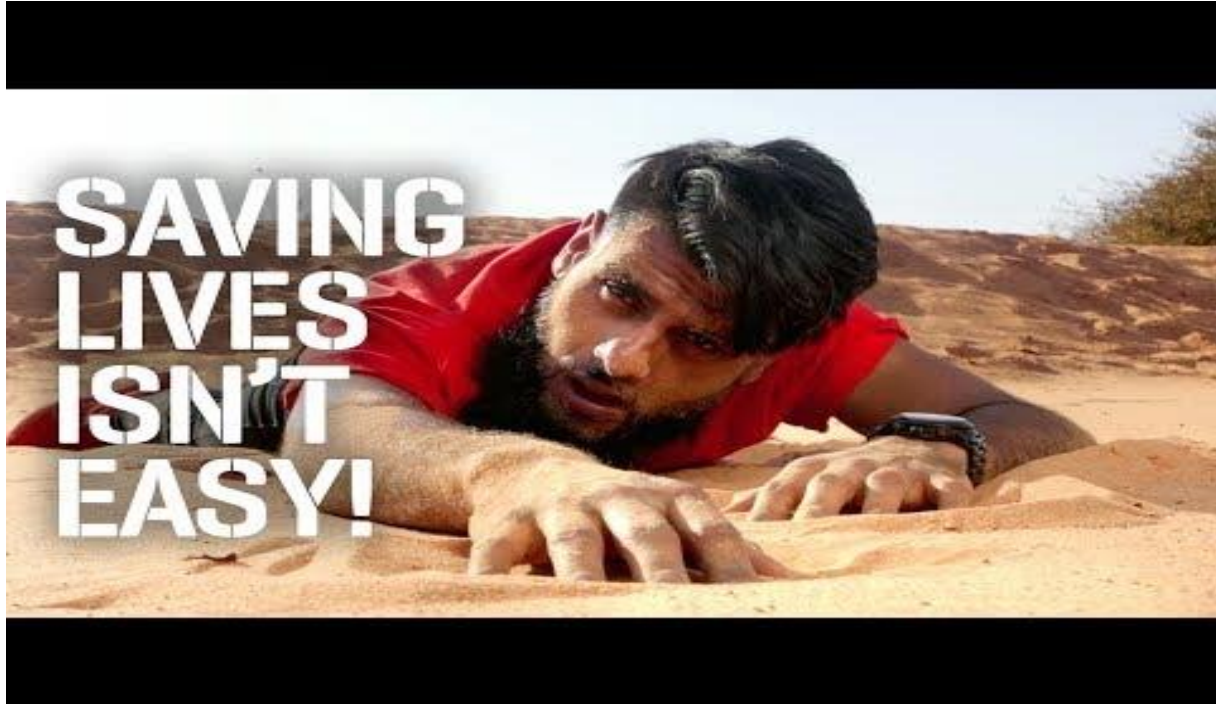


Overall, the job of an art director is extremely inflexible since they must work, usually, for up to 40 hours with the continuous pressure of meeting deadlines and fulfilling the consumer's expectations.

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## EXAMPLE OF CASE STUDY

### [Saving Lives Isn't Easy!](#)



Above is shown an ad, produced by a British charity organization; Islamic relief UK, and its purpose is to convey an important message to the audience.

**Islamic Relief:** is a charity organisation working worldwide with the aim to end poverty. It has been serving 40 countries, since 1984, regardless of race, gender or belief. Its major duties include providing aid to communities affected by natural disaster, war or poverty, campaigning for change and empowering communities by providing them essential services to improve their lives and be independent.

#### **Saving lives isn't easy!**

Every year in the holy month of Ramadan, almost, every Islamic charity organization releases their Ramadan charity campaign, to gather funds as this is the time of the year when Muslims contribute the most in the name of Zakat (charity).

Islamic relief did the same and produced an advert called; *"Saving Lives Isn't Easy!"*, which highlights the challenges and dangers linked with inexperienced aid contribution.

In this ad the work of the art director is worthy of applaud due to the high level of creativity and delivering a serious message by making the appropriate use of humour, which is a smart idea.

From the beginning till the end, elements of great art direction are well visible such as successful visual presentation by producing a great number of scenes, which makes the video

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engaging for the viewer as there is continuous action and it, also, emphasises all the possible challenges that one can face at every step.

The target audience has been addressed efficiently. As the audience is, mainly, the young Muslim community, therefore the protagonist is a Muslim too, who represents the life of an ordinary young person, so the viewer can relate himself with his intentions. This means that the art director was aware of how to convince and involve his target audience.

The good shots, realistic and effective acting, appropriate atmosphere and mood and the use of humour are the proves of the overall outstanding team management of the art director.

References

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