

## 22533 - ART DIRECTION (2025-26)

### General

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**Code:** 22533

**Lecturer responsible:**

Fortanet van Assendelft de Coningh, Christian

**Credits ECTS:**

**6**

Theoretical credits:

0,9

Practical credits:

1,5

Distance-base hours:

3,6

### Departments involved

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- **Dept:** Communication and Social Psychology  
**Area:** Audiovisual Communication and Advertising  
**Theoretical credits:** 0,9  
**Practical credits:** 1,5  
This Dept. is responsible for the course.  
This Dept. is responsible for the final mark record.

### Study programmes where this course is taught

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- [DEGREE IN ADVERTISING AND PUBLIC RELATIONS](#)  
Course type: OPTIONAL (Year: 4)

### Competencies and objectives

## Course context for academic year 2025-26

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In the academic context have to contextualize Art Direction into COMMUNICATION IN ADVERTISING AND PUBLIC RELATIONS. Where share space with other subjects:

Tools for Graphic Design.

Advertising Posters.

Print and Digital Production.

Advertising Photography.

Creative Strategy and Conceptualization.

Advertising Writing.

New Advertising Formats

All of them are taught in the Degree of Advertising and Public Relations belonging to the Faculty of Economics of this University. Art Direction is a subject very close to conceptualization and graphic realization subjects such as Production in Print Media and Tools for Graphic Design, as well as with Advertising Poster.

In the professional framework, the Art Director assumes his functions within the communication sector in companies of different scope. But with a common denominator, establish aesthetic and conceptual parameters in order to transmit a message to certain audiences with a characteristic aim. As a previous step to the development of the professional work of Art Direction, within the professional career it has been historically normal in the communication agency, that the subject has gone through the previous work experience of graphic designer. This usually gives a technical vision that is complemented by the macro vision of the Artistic Direction.

Course competencies (verified by ANECA in official undergraduate and Master's degrees) for academic year {0}

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**UA Basic Transversal Competences**

- **CGUA2** : Be able to use basic ICT tools at user level.
- **CGUA3** : Be able to express oneself correctly in one of the two official languages of the Region of Valencia (Spanish or Catalan) in the discipline concerned.

**General Competences:>>Instrumental**

- **CG1** : Capacity to analyse and synthesise.
- **CG8** : Basic computer skills.
- **CG9** : Decision making.

**General Competences:>>Interpersonal**

- **CG10** : Ability to work in interdisciplinary teams.

**General Competences:>>Systematic**

- **CG17** : Capacity to create new ideas (creativity).

**Specific Competences:>>Knowledge (theoretical)**

- **CES23** : Understand the processes for preparing and analysing advertising messages and their codes.
- **CES25** : Understand how creative departments work: writing, art direction and production.

**Specific Competences:>>Professional (practical)**

- **CE35** : Capacity and ability to give messages a creative form.
- **CE36** : Capacity and ability to create, design and develop graphic elements, images, symbols and text.
- **CE49** : Master the resources and skills needed to design commercial and non-commercial campaigns and promotional activities.

Exclusive skill taught in this course

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No data

Learning outcomes (Training objectives)

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No data

## **1.1. Cognitive goals**

Propose new aesthetic forms of expression that seek innovation, differentiation and novelty. Analyze the expressive forms of each medium and propose suitable alternatives to each audience.

Understand the necessary synergy that must exist between creative writing (content decisions) and art direction (decisions about the expressive form of the message).

Know the processes that transform a cognitive idea into an idea at the service of communication. Knowledge of theories, aesthetics and composition, which determine the formal configuration of the messages.

## **1.2. Instrumental objectives**

Carry out the work with the appropriate software.

Know and use in a pertinent way the slang of the Art Director regarding the image, illustration, composition and final production.

Recognize the relevant information of a communication problem to generate solutions that affect the expressive graphic or visual form.

Integrate knowledge about the public, the supports and the specific communication needs of a product, service and idea in the elaboration of the expressive form of communication messages.

Knowledge of which are the main computer programs used in the design of communication messages.

Know the functioning of the creative department of an organization that operates in or needs communication and its relationship with the client.

Understand the roles of the art director, his interaction with the copywriter and creative direction and the need to establish effective work synergies among all the staff involved in creating the messages.

## **1.3. Attitudinal objectives**

Understand reason and synthesize content from various fields of knowledge.

Integrate knowledge about the public, the supports and the specific communication needs of a product, service and idea

Decide, comprehensively and critically, between different options. Know the methods of aesthetic decision making. Know how to value and measure the results after decision-making.

Know the functioning of the creative department of an organization that operates in or needs visual communication.

Ability to propose communication actions and their implementation in the field of persuasive communication and public relations.

Ability to graphically express creative ideas.

# Content and bibliography

Content for academic year 2025-26

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## **CHAPTER 1**

What is an Art Director?

Is an Art Director a creative or a manager?

Can an Art Director have a signature style?

## **CHAPTER 2**

Beginning a project.

The main objectives.

Tips for writing good design briefs.

Research and Art Direction.

The schedule as a workflow.

## **CHAPTER 3**

The client.

Handling client relationships.

Creative client partnership.

Creative conflict.

## **CHAPTER 4**

Building your team.

Project managers.

First-time working.

## **CHAPTER 5**

Working with Photographers.

Art directing a photoshoot.

Working with Illustrators.

Selecting and briefing illustrators.

Stage selection and casting.

## Assessment

## Assessment procedures and criteria 2025-26

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The students will obtain their theoretical mark by means of continuous evaluation: attending the theoretical classes and carrying out the exercises proposed by the teaching staff. If they do not pass this part through continuous assessment, they have the right to take the final test in calls C3, C4 and, if they meet the enrollment requirements, in C1.

The obtaining of the practical mark will come from the delivery of practical projects developed with a computer, in the computer rooms, to which they will have to add a part of work outside the classroom. Those deliveries will compose the practical note. Any student who does not deliver these phases during the course in continuous evaluation, has the right to deliver them all together in call C3, C4 and, where appropriate, C1.

Pupils must pass a score of four, out of ten, in both parts, theoretical and practical, to be able to average in any of the calls.

Students must use English in class, as well as in assessment activities, delivery of practices, oral presentations and exams.

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Description	Criteria	Type	Weighting system
Theoretical content	40% Lectures, master classes, cooperative learning exercises, conducting theoretical exercises.	ACTIVITIES OF EVALUATION DURING THE SEMESTER	40
Practicing computer applications.	60% Realization, Art Direction projects.	ACTIVITIES OF EVALUATION DURING THE SEMESTER	60

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## Official exam dates for academic year 2025-26

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Exam session	Date	Time	Group - Classroom(s) allocated	Comments
(C1) Pruebas extraordinarias de finalización de estudios	01/10/2025			
(C3) Periodo ordinario para asignaturas de segundo semestre y anuales	27/05/2026			
(C4) Pruebas extraordinarias para asignaturas de grado y máster	15/07/2026			

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