

EXERCISE

(10%)

TITLE:

Analyzing Art Direction Practices in Creative Company

LEARNING OUTCOMES:

- Practice analysing how art direction operates inside real creative companies.
- Apply industry vocabulary: production pipeline, department responsibilities, art director role and scope.
- Improve teamwork, research, presentation and written communication skills.

GROUPING:

Group size: 4 students — each student is responsible for one section.

Task Each group selects one creative company whose art department aligns with your programme specialisation areas (Graphic Design, UI/UX, Digital Animation, Entertainment Design, Immersive Design). The group will research and present a cohesive company profile addressing four sections. Each member takes one section and becomes the subject-matter lead for that part.

Sections (one per student)

1. Business & Industry Overview (Student A)

Goal: Present the company's business model and place in the industry. Required elements:

- Company name, year founded, headquarters, and short history (2–3 sentences).
- Core products/services and target markets (who they work for / who uses their products).
- Company size and structure in brief (studio, agency, in-house team, etc.).
- The industry segment(s) it operates in (e.g., advertising, games, feature animation, UX agency). Identify and briefly explain at least two **industry trends or challenges** relevant to that segment. *Trends* are directions or opportunities the industry is moving toward (e.g., AI adoption, streaming demand, inclusive design). *Challenges* are common problems the industry faces (e.g., tight budgets, competition, crunch culture, rapid platform changes).
- One sentence explaining why this company is relevant to your group's specialisations.

Deliverable (written): 250–350 words with 1–2 supporting references.

2. Production Structure & Pipeline (Student B)

Goal: Map how work flows inside the company from brief to delivery. Required elements:

- An organizational chart or a clear description of departments involved in a typical project (e.g., Creative, Art, Tech, Prod, QA, Client Services).
- Step-by-step pipeline for a representative project (e.g., concept → pre-production → production → post → delivery) — list main deliverables at each stage.
- Tools and software commonly used in their pipeline (name at least 3 where possible).
- Typical timeframes or milestones for each stage (approximate — mark as estimate).

Deliverable (visual + written): A simple flowchart (can be hand-sketched/photo) + 200–300 words.

3. How Art Direction Fits Within the Production (Student C)

Goal: Explain the role of art direction and how it integrates with teams and processes.

Required elements:

- A short definition of art direction specific to this company/project type.
- Points of collaboration: which departments the art director/department interacts with and when.
- Examples of decisions owned by art direction (look & feel, style guide, moodboards, key visuals, asset approvals) and which decisions are shared.
- One short case example (real project or hypothetical) showing how art direction influenced the final result.

Deliverable (written): 250–350 words + 2 visual examples (moodboard thumbnails, style frames, screenshots) if available.

4. Art Director Profile: Roles & Scope (Student D)

Goal: Research a real person who works (or worked) as an Art Director at that company and explain their responsibilities. Required elements:

- Name, job title, and a brief professional bio (2–3 lines).
- Day-to-day responsibilities and decision authority.
- Key skills and tools they use (technical, managerial, creative).
- One or two concrete examples of projects they led (with outcomes if available).
- A short reflection: how this role would fit a graduate from your programme and career advice you can infer from their profile.

Deliverable (written): 250–350 words + 1 professional LinkedIn/profile link (or company bio) as reference.

Group Deliverables

1. Combined written report: 1,000–1,400 words total (sum of all sections) - PDF or single DOCX.
2. Presentation slide deck: 6–8 slides (one slide per section + cover + references + closing slide).
3. 20-minute in-class presentation by the group (each student speaks 5 minutes in their section).
4. Source list: at least 3 credible references (company website, industry article, LinkedIn profile, interview, portfolio).

Assessment Rubric (100 points)

- Research accuracy & relevance - 30 pts
- Clarity & structure of each section - 20 pts
- Visuals & pipeline diagram quality - 15 pts
- Team coordination and presentation delivery - 15 pts
- Referencing and professionalism - 10 pts
- Creativity and critical insight (reflection parts) - 10 pts

Timeline & Roles

Here's a 5-week suggested timeline and roles for your art direction exercise :

Week 2 - Team Forming & Initial Research

- Form groups of 4 and assign roles.
 - Select a company that aligns with the group's specialisation.
 - Begin initial background research (company profile, industry overview).
 - Submit company choice to instructor for approval.
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Week 3 - Outreach & Interview Preparation

- Draft professional email or phone script to contact the company.
 - Get instructor approval before contacting staff.
 - Prepare interview questions (focused on production pipeline, art direction, and art director's role).
 - Divide responsibility for who will ask which questions.
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Week 4 - Company Interview / Visit

- Conduct company visit or online interview (if approved and possible).
 - Take detailed notes and gather supporting materials.
 - Ensure each member documents their learning in their e-portfolio.
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Week 5 - Writing & Documentation

- Each student writes their assigned section.
 - Compile into one report and finalise visuals and slides.
 - Rehearse presentation as a group.
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Week 6 - Rehearsal & Submission

- Submit final written report, slides, and individual e-portfolio links.
 - Deliver 20-minute group presentation (each member 10 minutes).
 - Submit final weekly project management report.
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Roles

- Project Lead: Tracks deadlines, ensures coordination, communicates with instructor.
- Editor: Reviews and compiles all written content into one consistent voice.
- Visual Lead: Designs pipeline diagram, visuals, and presentation slides.
- Presenter: Coordinates speaking flow, ensures presentation is engaging and clear.

Research ethics & good practice

- Use only information that is publicly available (e.g., company websites, industry articles, LinkedIn profiles, press releases, books, or trade publications). Do not use confidential or internal documents.
- If you wish to interview or directly contact company staff, you must first inform and get approval from the instructor. This ensures professionalism, protects confidentiality, and maintains the school's reputation.
- Cite all sources. No plagiarism.

Weekly Project Management Report

Each group must submit a short progress report each week (Weeks 1–5) to track teamwork and accountability. The report should include:

- Tasks completed (by each member)
- Tasks in progress / next steps
- Challenges or issues faced
- Action plan to resolve issues
- Responsible member(s) for next week's deliverables

Format: 1 page maximum for week report, bullet points. Upload to MyTimes under Weekly Reports.

E-Portfolio Requirement

Each student must maintain an individual **e-portfolio** throughout the project using **Blogger**. The e-portfolio should include:

- Weekly reflections on learning and teamwork experience
- Evidence of research (screenshots, notes, references)
- Personal contributions to the group project (drafts, visuals, ideas)
- Reflection on skills gained and challenges faced

Submission: At the end of the project, each student submits the **link to their e-portfolio** for assessment alongside the group deliverables.

Submission instructions

- Upload the final PDF and slide deck to the MyTimes by the deadline.
- Name files: ARTD_GroupX_CompanyName_Report.pdf and ARTD_GroupX_CompanyName_Slides.pptx
- Project Management Report Compilation in PDF.
- E-Portfolio link