

# Art direction

n the expression or application of human creative skill and imagination, typically in a visual form

n the management or guidance of someone or something



**Ethical:** awareness/ reflection/ debate

**BASICS**

**ADVERTISING**

**Nik Mahon**

**C2**

# Art direction

**Ethical:**  
aware-  
ness/  
reflect-  
ion/  
debate

**ava**  
academia

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## Table of contents

How to get the most out of this book	6
Introduction	8
<b>Chapter 1</b>	
<b>The role of the art director</b>	10
What art direction is (and what it isn't)	12
How art direction works	20
The creative team	24
The role of the art director	30
Working with the specialists and seeing the job through	32
<b>Chapter 2</b>	
<b>The tools of art direction</b>	40
Seeing things differently	42
Doing things differently	52
Give the audience something to discover	56
Using ambiguous imagery	60
Establishing a visual hierarchy	66
Creating visual impact	70
Simplicity and understatement	74
Creating a distinct look for the brand	80
<b>Chapter 3</b>	
<b>Creating the adverts</b>	86
Getting prepared	88
From visuals to the finished work	90
Photography	92
Illustration	96
Typography	102
Planning and storyboarding commercials	108

# 1

# 2

# 3

## 4

**Chapter 4**

<b>Media</b>	110
Posters	112
Magazine and press	116
Television and cinema	120
Online	122
Direct	124
Ambient	126
Other media	130
Integrated media campaigns	132

## 5

**Chapter 5**

<b>Ideas and inspiration</b>	136
Creative fuel	138
Finding inspiration and getting ideas	142
Emotion and empathy	150
How to tell whether your idea's any good	154

## 6

**Chapter 6**

<b>Getting a job as an art director</b>	156
Putting your book together	158
Planning your campaign	160
Approaching agencies	162
What the agency is looking for	164
Your first placement and what happens next	166
Support and resources	168
Conclusion	170
Glossary	172
Useful contacts	174
Bibliography	175
Acknowledgements	176
Working with ethics	177

## How to get the most out of this book

This book provides a broad and detailed look at art direction as a process that is used to communicate an advertising message in a manner that is attention-grabbing, visually compelling and consistent with the creative and strategic objectives of a brand. It also examines the role of the art director and the creative team in general, from the initial stages of idea generation through to the final stages of production.

Within the following chapters, you'll find useful tips and words of advice on how to hone your art-direction skills, improve your creative portfolio (or book), and ultimately, land your first job as an advertising creative. Examples of great advertising campaigns from across the world are used to illustrate the key themes of each chapter and practical exercises are included within the text, providing you with an opportunity to try some of this out for yourself.

### **Chapter navigation**

Clear navigation is provided to help you find your way around the book.

### **Headings**

Prominent section headings enable you to quickly locate a topic of interest.

### **Captions**

Revealing explanations illustrate how adverts achieve their impact.

### **A way with words**

Useful definitions of key words and advertising phrases are supplied.

### **Give it a go**

Practical exercises are provided to enable you to test and enhance the skills you will learn over the course of using this book.

### **Summaries**

Succinct, thought-provoking commentaries are supplied on the main text.