

1	ART DIRECTION
2	COMPULSORY
3	EQF LEVEL 6
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5	5+6
6	6
7	VALERIANO IOSCA
8	<p>The animated TV series and digital channels. Design for a complex multimedia project. Recently the channels dedicated to animated videos have been multiplied thanks to a new YouTube policy, which is related to the monetization increase of sponsorships connected to digital entertainment.</p> <p>GENERAL CHARACTERS OF THE COURSE</p> <p>The annual course is configured as a workshop. You will spend hours in the classroom to work, present and discuss your project.</p> <p>There will be theoretical didactic moments where students, who will show fragility compared to the work tools, will be assisted to specific skills given by the professor. There will be meetings with the protagonists of digital entertainment to present the workers and specific skills.</p>
9	FACE TO FACE
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11	<p>During the academic year the figure of the art director will be described in a professional work process: his operational role, his ethical role, his responsibilities and knowledge. The animated TV series will be the main subject of the laboratory. Students will be asked to: create, motivate and write the concept of 5 episodes of the animated series.</p> <p>Draw and describe characters, relationships and environments, series name and logo, animate the theme song with titles and audio, complete storyboard of the first episode, plot of the following 4 episodes, final opening for a new season entire storyboard of the first episode, plots of the following episodes and possible opening for a new season.</p>
12	The course doesn't provide for the adoption of a manual. Each student can be free to accept my suggestions for more detailed bibliography of the topics faced.
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14	<p>The documents related to the topics faced during the workshop will be evaluated respecting the individual attitudes, aspects of personality, expressiveness, complexity and precision will be taken into consideration.</p> <p>The personal progress, the presence and the participation during the entire academic year can increase the evaluation of the project.</p>
15	Italian