Designing for Screen: Production Design and Art Direct Explained

Georgina Shorter

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From the role of every person on the design team to the importance of color to where to research ideas, a comprehensive guide to the visual aspect of storytelling

Design is at the essence of storytelling, but how does a production find its style and identity? This book explains how to approach design, whether for film, television, video promo, or commercial making, and introduces the techniques needed to make ideas happen. Through theory and practical exercises, it looks at design in a different way and shows how the simplest decisions can become powerful ideas on screen. It explains how to extract design information from a script and how to identify key themes that can be used to support the telling of the story; looks at how to research ideas, and suggests ways to illustrate them; explores the importance of images, color, texture, and space to captivate an audience; shows how to prepare drawings and models using various media; refers to film and television productions; and shows how design decisions contribute to the story.

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