

Specialty

Art direction

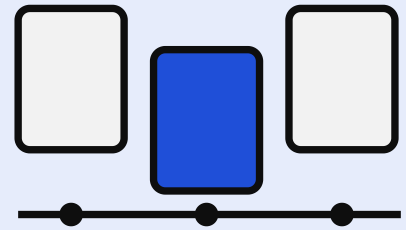
Defines the visual style of a project (a magazine, a campaign, a brand) and coordinates designers, illustrators and photographers so everything fits together.

In Spanish

Dirección de arte

Origin

Explained by Heller and Vienne (2009)



What problem it addresses

When many people produce images for the same project, without a shared direction the result scatters.

Principles

One visual idea

A concept that guides every piece.

Coordinate

Choose and direct the people who create the images.

Coherence

Each piece is recognizable as part of the whole.

Applications in design

✓ Use it like this

Write the visual concept in one sentence before commissioning images.

✗ Avoid

Deciding the style piece by piece, without a shared idea.

👁 Don't fall for it

Directing isn't doing everything: leave room for the people who create.

Connections

Related to

■ Audiovisual design

■ Brand design

■ Editorial design

■ Illustration

■ Mood board

Authors and works

2009

Steven Heller and Véronique Vienne

Explained what art direction does in magazines, advertising, corporate identity, museums and publishing.

Sources

Secondary sources

- Heller, S., & Vienne, V. (2009). Art direction explained, at last! Laurence King.

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