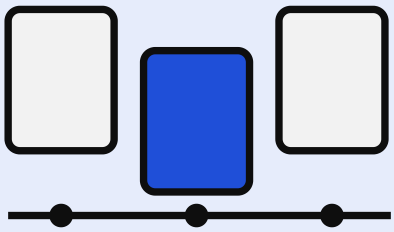
Specialty

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

Builds on

- Denotation and connotation
- Brand identity prism

Uses these methods

- Mood board

Related to

- Audiovisual design
- Brand design
- Editorial design
- Illustration

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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