



## Art Direction and Production Design (Behind the Silver Screen Series)

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**Art Direction and Production Design (Behind the Silver Screen Series)** From Fischer Lucy

How is the look of a film achieved? In *Art Direction and Production Design*, six outstanding scholars survey the careers of notable art directors, the influence of specific design styles, the key roles played by particular studios and films in shaping the field, the effect of technological changes on production design, and the shifts in industrial modes of organization.

The craft's purpose is to produce an overall pictorial "vision" for films, and in 1924 a group of designers formed the Cinemagundi Club—their skills encompassed set design, painting, decoration, construction, and budgeting. A few years later, in recognition of their contributions to filmmaking, the first Academy Awards for art direction were given, a clear indication of just how essential the oversight of production design had become to the so-called majors. The original essays presented in *Art Direction and Production Design* trace the trajectory from Thomas Edison's primitive studio, the Black Maria, to the growth of the Hollywood "studio system," to the influence of sound, to a discussion of the "auteur theory," and to contemporary Hollywood in which computer-generated imagery has become common. By 2000, the Society of Motion Picture Art Directors became the Art Directors Guild, emphasizing the significance of the contributions of art direction and production design to filmmaking.

*Art Direction and Production Design* is a volume in the Behind the Silver Screen series—other titles in the series include *Acting*, *Animation*, *Cinematography*, *Directing*, *Editing and Special/Visual Effects*, *Producers*, *Screenwriting*, and *Sound*.

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#### Review

"This terrific book depicts the production design of movies so that it is actually 'seeable.' Always reflecting the enormous changes in technology, the audience and the industry, the continuity of the art form comes to the foreground."

(Rick Carter *Academy Award-winning production designer of Avatar and Lincoln* 2014-08-25)

"This illuminating study of design in film examines the evolution of an often-overlooked role and the chemistry of knowledge, skill, and collaboration required to create visually compelling cinema."

(Rosemarie Knopka *Librarian & Archivist, Art Directors Guild* 2014-09-09)

#### About the Author

LUCY FISCHER is a Distinguished Professor of English and Film Studies at the University of Pittsburgh. She is the author or editor of nine books, including *Body Double: The Author Incarnate in the Cinema* (Rutgers University Press) and *Teaching Film*.

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