

Freestyle Academy 2024

**ZENITH:  
ART DIRECTOR  
STUDY**

Presented by Sierra Prochniak

# BREAKDOWN

WHAT IS AN ART DIRECTOR?

## DEFINITION

A career in theater, advertising, marketing, publishing, fashion, film and television, the Internet, and video games--an Art Director is responsible for the overall visual style of a project, including images, layout, typography, and written content.

## ART DIRECTION IN FILM

Art Directors in Film are responsible for the film's visual identity and aesthetic. Color in pre production (Costumes, Sets, Makeup) and post production (Color Grading), help them communicate subtle messages - Film Mode!

## WHY ART DIRECTION?

This is something I'm interested in doing in the future, hopefully for film but also for editorial fashion projects or interesting marketing opportunities.

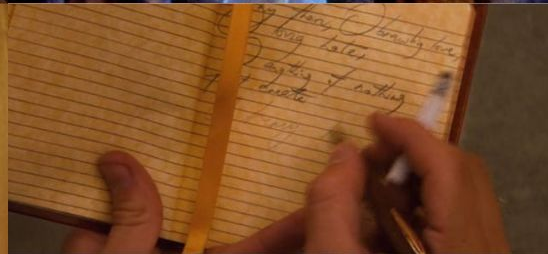
# TREATMENT #1: SHAKESPEARE

## VISION

- Visual Interpretation of “A Midsummer Night’s Dream”
  - I’ve always loved watching Shakespeare productions on stage
- Alluding to the aesthetic of Shakespeare in a mixture of Cinematic and Old Hollywood styles
- How do you capture the feeling of a stage play through a movie?
- A lot of symbolism, connections to other Shakespeare plays or myths/legends (Pyramus and Thisbe!)
- Making it feel magical without SFX

## INSPIRATION

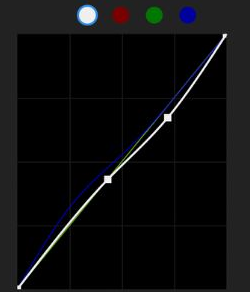
- Romeo and Juliet (1996)
- A Midsummer Night’s Dream Ballet
- Spiritual Mythology



# LUMETRI COLOR CURVES

Goal: Dreamy coloring

- Adjust white balance
- Hue & Saturation - purples/oranges stand out
- I began with one of Premiere's preset LUTs as my base



# BLUR & GRAIN

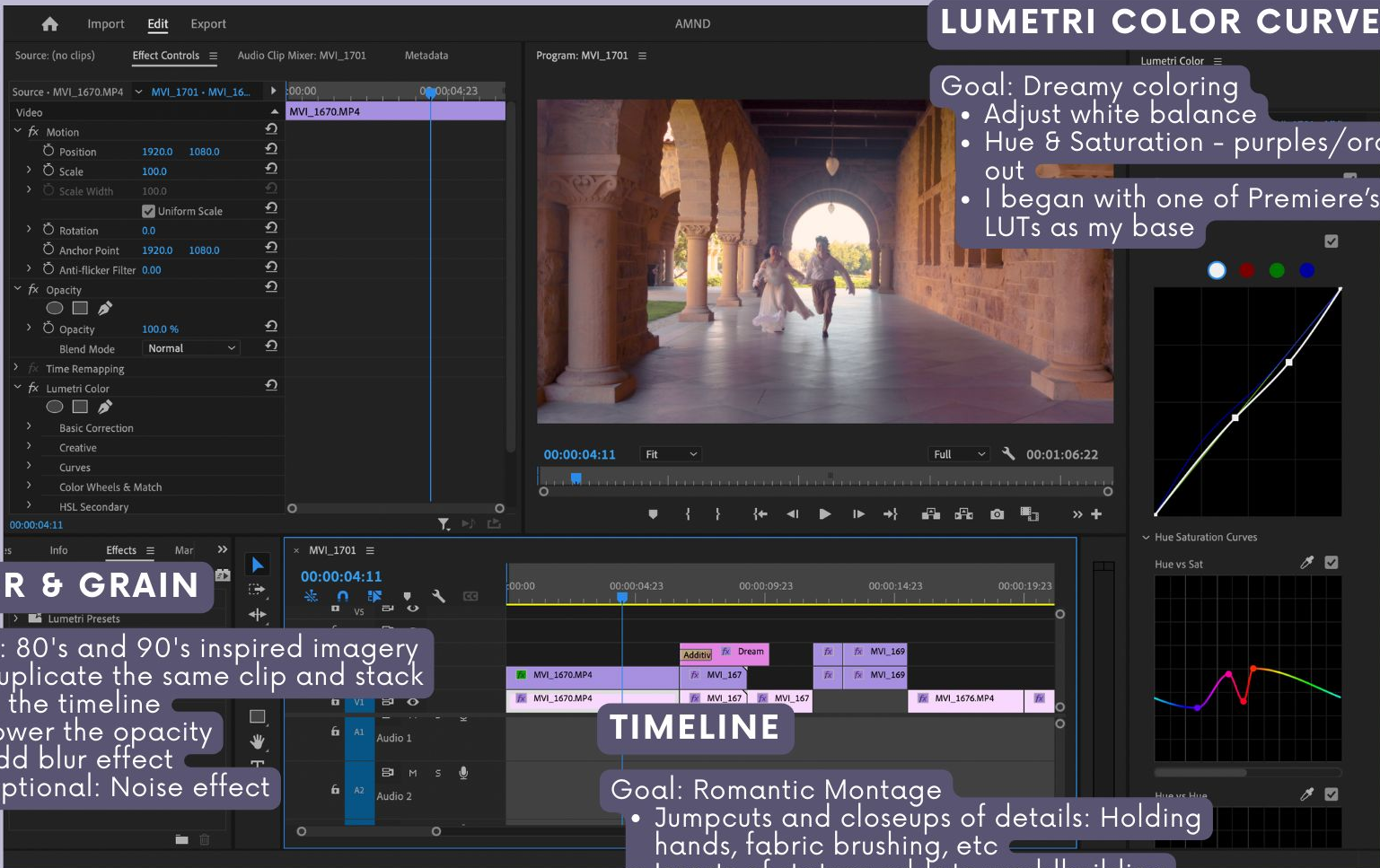
Goal: 80's and 90's inspired imagery

- Duplicate the same clip and stack in the timeline
- Lower the opacity
- Add blur effect
- Optional: Noise effect

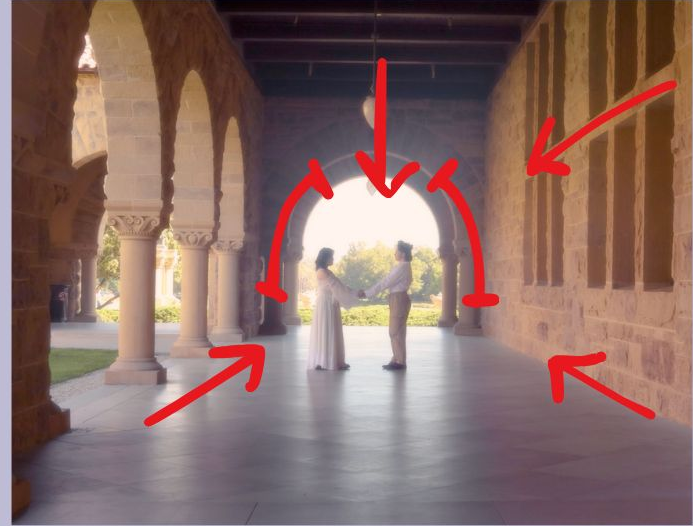
# TIMELINE

Goal: Romantic Montage

- Jumpcuts and closeups of details: Holding hands, fabric brushing, etc
- Inserts of statues adds to worldbuilding



# SYMBOLISM



Pyramus and Thisbe - A Babylonian love story, the original Romeo and Juliet. They had to talk through a crack in the wall.

Both Lysander and Hermia and their union is the center of the world.



# TREATMENT #2: FRAMED

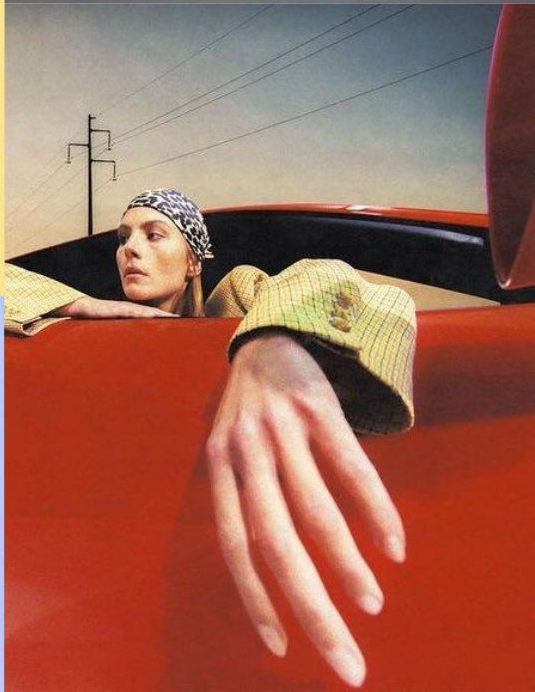
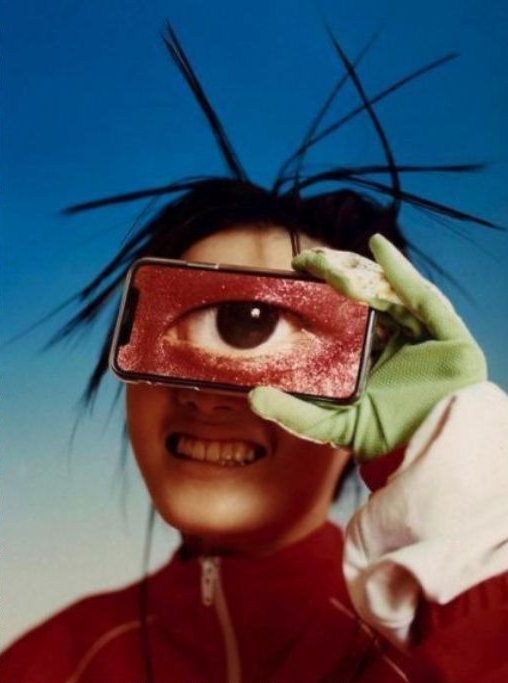
## VISION

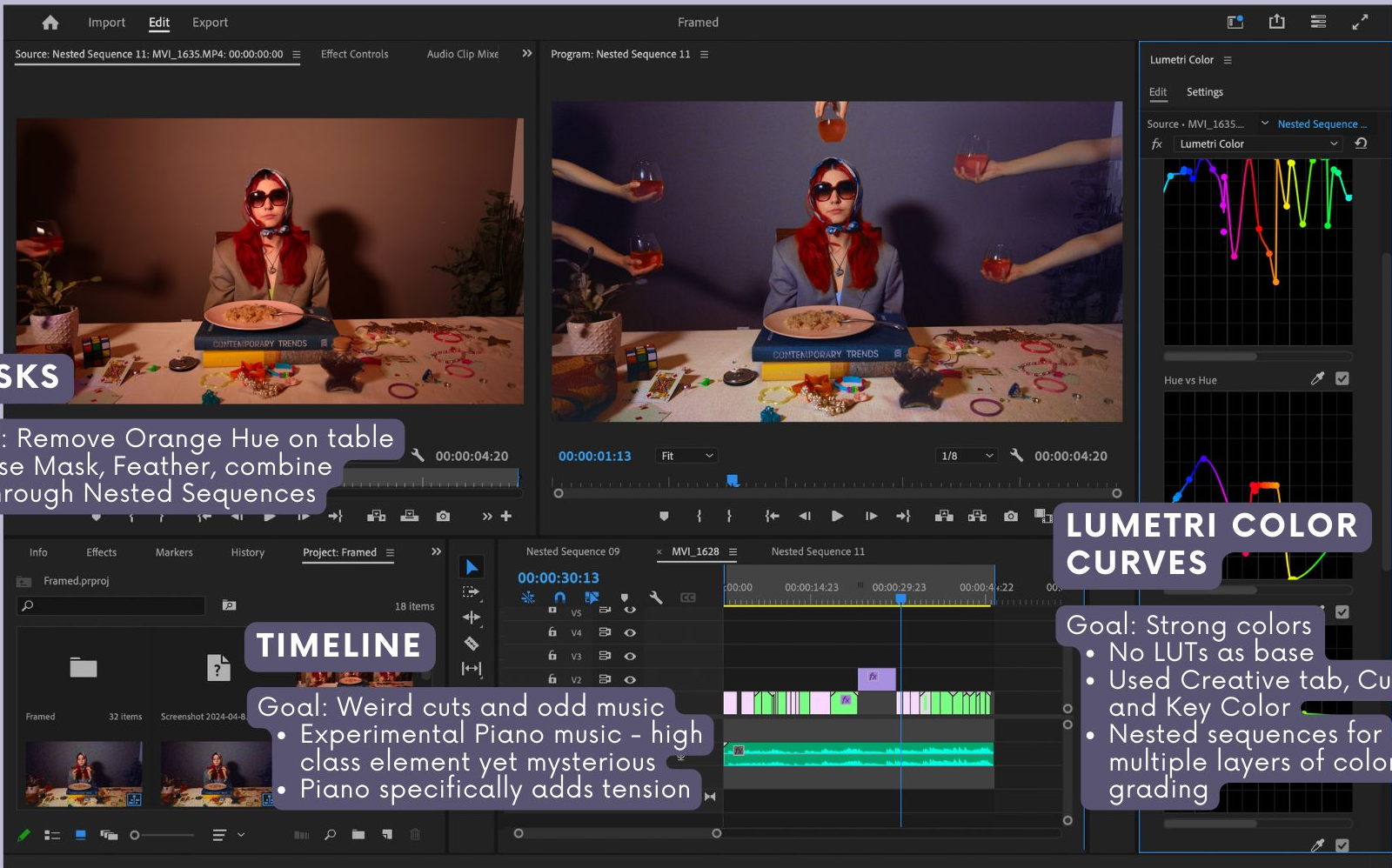
- Integrate aspects of art pieces that are significant to me (What eventually became this project's "film mode")
- Explore what I can do with color grading without using DaVinci Resolve
- Combine interest in fashion marketing on an editorial/experimental level, experimental film, narrative storytelling
- A murder mystery with bright colors

## INSPIRATION

- The plot of Knives Out, Now You See Me
- Vibrant and significant Color Palettes of Wes Anderson
- "It might not be for you, but there's something everyone can get out of it" feeling of Poor Things, Everything Everywhere All at Once







## MASKS

Goal: Remove Orange Hue on table

- Use Mask, Feather, combine through Nested Sequences

## TIMELINE

Goal: Weird cuts and odd music

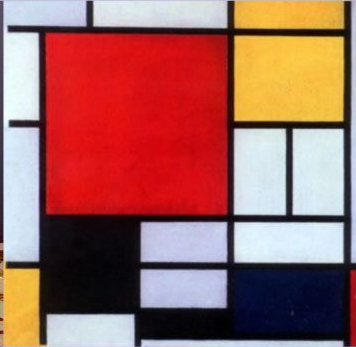
- Experimental Piano music - high class element yet mysterious
- Piano specifically adds tension

## LUMETRI COLOR CURVES

Goal: Strong colors

- No LUTs as base
- Used Creative tab, Curves, and Key Color
- Nested sequences for multiple layers of color grading

# SYMBOLISM





# TREATMENT #3: MARTIAL ARTS

## VISION

- I grew up doing Martial Arts (Aikido) and my dad does Ninjitsu
  - Because of this, I grew up watching martial arts movies and I was inspired to make one of my own
- Relationship between two modern day friends but invoking elements of:
  - Historically accurate old-fashioned practices of martial arts (No stereotypes)
  - Fight Scene Choreography
  - Action Cinematography
- How do you accomplish a well-done fight scene and establish a plot with a real message?

## INSPIRATION

- Bruce Lee (Enter the Dragon)
- Karate Kid (1984)
- Aesthetically - traditional Martial Arts practices



## COLOR GRADING

Goal: Faded film/Cinematic

- Increased Saturation
- Decreased Contrast

## AUDIO

Goal: Dramatic SFX

- Wind & Birds chirping
- Music that contrasts peace and tension
- SFX for the wind of the bo's
- Footsteps in heavy grass
- SFX that are closer to the camera are louder, further are quieter

The screenshot displays a video editing software interface with several key components:

- Top Panel:** Shows the project name "Martial Arts Sequence--7bb2fa67-8b9e-0716-2be4-6bfaa3c116ff-2024-05-11\_12-57-36--c0197b6-21e9-2779-c85e-3adff3bcbe0e-2024-05-11\_20-28-49.prproj" and the program name "MVI\_1566".
- Color Grading Panel (Top Left):** Features a waveform and a color wheel. The waveform shows audio levels for channels C, L, R, and S. The color wheel is set to a greenish hue.
- Video Preview Panel (Top Right):** Displays a cinematic shot of a man in a dark gi holding a wooden staff (bo) against a blurred green background.
- Timeline (Bottom):** Shows a multi-track timeline with video tracks (V1-V6) and audio tracks (A1-A4). The current timecode is 00:00:23:09.
- Audio Mixer (Bottom Center):** Displays a mix of audio tracks with a volume level of 0.0.

# SYMBOLISM



Physical representation of contrast/argument.





# REFLECTION

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**THANK YOU!**

