



## Art Direction Explained, At Last!

*Steven Heller , Veronique Vienne*

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**Art Direction Explained, At Last!** Steven Heller , Veronique Vienne

What do art directors do, exactly? No one, until now, has offered a satisfying answer to this vexing question. Here, finally, two leading experts on the subject offer a highly informative and entertaining insight into what art direction is, and how to practise it.

*Art Direction Explained, At Last!* tackles the wide range of roles and environments in which art directors operate - magazines, newspapers, advertising, corporate identity, museums and publishing, to name a few. Revealing case studies explore examples of successful art direction, including Paul Sahre's posters, Peter Knapp's photography, Vier5's websites, Kiehl's cosmetics and Dave Eggers' magazines.

In addition, pre-eminent international art directors interpret their own roles and art direct themselves in a dedicated section of the book, resulting in an impressive, revealing and often very funny recollection of diverse perspectives and approaches.

With a handy collection of art director sayings, an 'art director test', an analysis of job titles and their places on the career ladder, a historical quiz, a list of vital art direction attributes and more, *Art Direction Explained, At Last!* provides students with an essential insight into the world of art direction and professionals with a bible to their vocation.

## Art Direction Explained, At Last! Details

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# **From Reader Review Art Direction Explained, At Last! for online ebook**

## **Wendy says**

Engaging and beautifully designed. I found it humorous and entertaining. The insights offered by a group of well known Art Directors was very interesting. I think it could have provided more detail. I would like to see more case studies.

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## **Brock Ray says**

Entirely too focused on editorial art direction to be of much use. Still, the sections written by actual art directors were pretty good -- at least compared to what Heller & Vienne produced.

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## **Megan says**

Interesting history, interesting perspectives and overall interesting book.

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## **Angelo Terminel says**

Appreciated how this book is meant to keep the visual learner (obviously art directors are visual) interested. Wasn't as informative as I would have liked.

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## **Tony says**

good book, in the first part it gives you a historical description of what art direction is and how it evolved through the years

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## **Steven says**

A good overview of what art direction means. Heller and Vienne provide historical examples and interviews with current designers (many of whom resist the term "art director" as their title) to give a sense of what this type of work entails. It seems to boil down to these principles and characteristics:

- Be curious
- Be thoughtful
- Be knowledgeable
- Be daring
- Be open

