

Student art directors

[Profession](#), [Student](#)



The author in his “note to student art directors” emphasises on the fact that the advertising schools are focusing more on making “ad directors” rather than “art directors”. Author stresses upon the fact that the advertising schools that know a mono-rhyme of advertising, advertising and advertising present two main serious disadvantages. The first is that they do not expose in depth the budding art directors to the things that constitute an art director`s fundamental foundations.

And secondly if you are enrolled with such schools then you may not pickup tools that will enable high level of executional craftsmanship. The most serious offence according to the author is plagiarism. The author points out some lacking in the recipient as: underdeveloped typography and layout skills, competent conceptual thinking and much reliance on computers. Then author shows (by example) the importance of “execution” with the conceptualisation.

Adequate Human resource management can also fare an art director (evident from the graphic designer example). In brief author says: Make sure you know the fundamentals of art direction. If you are not getting enough of this currently, go get it on your own. It`s all out there, if you are willing to look for it”. According to the author, following ideas can work wonders for your art direction career.