

Film Production Design

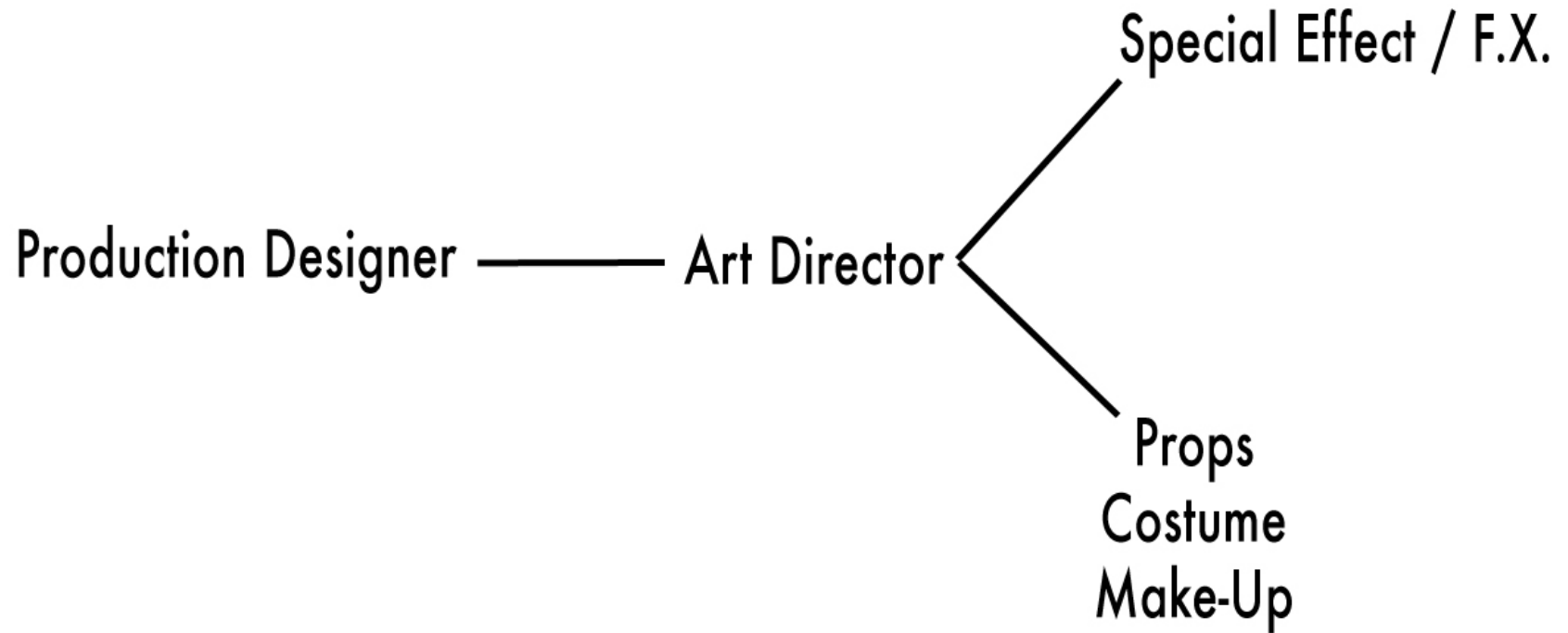


what is a film production design?

A Film Production Design is

the visual art and craft of cinematic storytelling.
The look and style of a motion picture is created by the imagination, artistry, and collaboration of the director, director of photography, and production designer.

The Production Design Team.



Film Production Design on working process :

- Meet with director
- Create overall design
- Make locations work for story
 - Design the sets
 - Select and build props
- Collaborate with costumer
- Manage their part of continuity
- Partner with DP on composition

A Production Designer use...

- sketches
- illustrations
- photographs
- models
- detailed production storyboards
to plan every shot.

William Cameron Menzies 1896 - 1957



- William Cameron Menzies is recognized as the father of production design.
- His detailed visualization of *Gone with the Wind* incorporated color and style, structured each scene and encompassed the framing, composition, and camera movements for each shot in the epic film.