

# Art direction explained at last

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**What is the art direction explained at last about?** 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.

**What is the art direction concept?** Art direction is the management of an artistic project, acting as an intermediary presence between a design team and a client, and driving internal artistic decisions while implementing external feedback. An art director is not an artist, though they are required to have expert knowledge of all sorts of visual mediums.

**What did Arthur Danto mean by the end of art?** Marcel Duchamp. Warhol's Brillo boxes and Duchamp's readymades demonstrated to Danto that art had no discernible direction in which to progress. The grand narrative of progression — of one movement reacting to another — had ended. Art had reached a post-historical state.

**What is the art direction problem?** To recap, the art direction problem involves wanting to change the image displayed to suit different image display sizes. For example, a web page includes a large landscape shot with a person in the middle when viewed on a desktop browser.

**What is an example of art direction?** Art direction takes into account the different concerns and interests and an ideal balance between stakeholders. For example, a brand manager will want designs to represent the brand adequately, while the customers will also want something that addresses their concerns rather than just promoting a business.

## What are the elements of art direction?

**What is Danto's philosophy of art?** Danto's "institutional definition of art" defines art as whatever art schools, museums, and artists consider art, regardless of further formal definition. Danto wrote on this subject in several of his works and a detailed treatment is to be found in *Transfiguration of the Commonplace*.

**Why is Arthur Danto important?** Arthur is and will remain exemplary, as a philosopher and critic, because of the way he understood the intimate relationship between philosophy and art, and especially because of his insistence that the philosophy of art be calibrated to contemporary practice, and not just to Warhol's or Salle's work.

**What is the institutional theory of art Danto?** The view championed by George Dickie in 1974, following on work by Arthur Danto, that art institutions such as museums and galleries, and specific agents working within them, have the power to dictate what is art and what is not.



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