

**SALAHADDIN UNIVERSITY
KURDISTAN – ERBIL
COLLEGE OF ARTS
DEPARTMENT OF MEDIA -EV
MEDIA CONCEPT -SUBJECT
SECOND - STAGE**



زانكۆی سه‌لاحه‌دین - هه‌ولێر
Salahaddin University-Erbil

Terminologies of media

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Outline

- Art director
- Creative director
- Design director
- Picture editor
- Copy editor
- Proofreaders.

Art director

- Art directors (**Art supervisor, Advertising Art director, Production designers**)

Art directors are responsible for the visual style and images in magazines, newspapers, product packaging, and movie and television productions. They create the overall design for a project, and also direct others who develop the artwork or layouts.

- **Production designers** are responsible for the overall look of a film, including decisions about overall style, set design and construction, location selection, and set decoration (Roberta Nusim, 2003).

What does an Art Director do?

- Determine how best to represent a concept visually
- Determine which photographs, art, or other design elements to use
- Develop the overall look or style of an advertising campaign
- Develop the overall look or style of a theater, television, or film set
- Supervise design staff
- Review and approve designs, artwork, photography, and graphics

Art directors can do in different industries such as:

- **In publishing**, art directors typically oversee the page layout of newspapers and magazines.
- **In advertising and public relations**, art directors ensure that their clients' desired message and image is conveyed to consumers.
- **In movie production**, art directors collaborate with directors to determine what sets will be needed for the film and what style or look the sets should have.

Creative director

The job of a creative director is to lead a team that may be composed of graphic designers, artists, or other creative professionals. They would be involved in every aspect of a collaboration from the idea phase to the execution. During a project, they supervise and guide copywriters, artists, and designers to create a work, such as a website, an advertisement, or an email campaign.

What does a creative director do?

- Deciding how to turn ideas and messages into visuals
- Choosing and approving photographs, artwork, graphics and designs
- Creating and executing for a publication, product or campaign style guide
- Meeting with and creating designs for clients or marketing and advertising departments
- Presenting work to clients and making changes to a project's direction as needed
- Managing and motivating a team of graphic designers, web designers and artists
- Keeping projects on budget and deadline

Qualifications for Creative Director

- Excellent verbal and written communication skills
- Familiarity with a variety of software programs, such as Photoshop, InDesign, and Flash
- Knowledge of how to develop brand identities through multi-channel marketing
- Recent hands-on experience with applying design, copy, or web best practices
- Professional business skills, such as negotiation, project management, and leadership
- Web design experience
- Talent in presenting information concisely and accurately, with keen attention to detail

Design director

- **Design director** work with creative teams to design and produce the visual layout for a variety of media, including magazines and websites. They work in a wide range of creative fields, such as advertising, marketing, interior design, and entertainment.
- **Design directors** are vital to the worlds of video or filming and digital design, to name a few. They can also be important in the development of software and websites . When employed by a major corporation, design directors will need to be agile(clever) enough to juggle(manipulate) several projects at the same time.

Job responsibilities of a design director include:

- Choosing the design elements for different projects.
- Staying updated with the latest in technology
- Creating positive production with team building feedback and critiques
- Developing strategic design plans with projected timelines and budgets.
- Hiring, developing, and inspiring the design team.

Copy editor

- Copyeditors work on an author's manuscript and are concerned with imposing mechanical consistency; correcting infelicities of grammar, usage, and diction; and querying internal inconsistencies of fact or tone(Einsohn,2006).

Tasks of copyeditors

- **1- Mechanical Editing** consists of making a manuscript conform to an editorial house style.
- Editorial style includes spelling, hyphenation, capitalization, punctuation, treatment of numbers and numerals, treatment of quotations, use of abbreviations and acronyms, use of italics and bold type, treatment of special elements (headings, lists, tables, charts, and graphs)
- format of footnotes or endnotes and other documentation

2- CORELATING PARTS

the copyeditor must devote special attention to correlating the parts of the manuscript.

3- LANGUAGE EDITING: GRAMMAR, USAGE, AND DICTION

4- CONTENT EDITING

any internal inconsistencies or discrepancies in content as well as any structural and organizational problems.

5- PERMISSIONS

6-TYPECODING elements,

include part and chapter numbers, titles, and subtitles; Headings and subheadings; lists, extracts, and displayed equations; table numbers, titles, source lines, and footnotes; and figure numbers and figure captions.

What Copyeditors *Do*?

Copyeditors always serve the needs of three constituencies:

- the author(s)—the person (or people) who wrote or compiled the manuscript*
- the publisher—the person or company that is paying the cost of producing the printed material*
- the readers—the people for whom the material is being produced.*

Proofreader

- **Proofreading** are charged with correcting errors introduced during the typesetting, formatting, or file conversion of the final document and with identifying any serious errors that were not caught during copyediting (Einsohn,2006).
- It is the final stage of the writing process. It can only be done once the writer finishes all other revisions, rewrites and edits.

Proofreader does:

- Correct inconsistent formatting in layout, which includes margins, page numbering, italics, alignment, headers and footers, quotes, paragraphing, spacing, tabs, and fonts.
- Correct usage of language, which includes spelling, punctuation, grammar, hyphenation, capitalisation, abbreviations, and acronyms.

Proofreader should know about:

- Have a detailed knowledge of the language in which they work.
- Be computer literate.
- Be good at research.
- Read widely and have interests in a number of subjects.
- Have sound analytical skills.
- Be able to identify facts that need to be checked.
- Pay attention to detail.
- Be able to understand writing in various fields, even if they know little about the subject matter.
- Be capable of critical thinking.