ROLE OF ART DIRECTOR IN FILM INDUSTRY

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Chapter 1

Introduction

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1.1   **Introduction**

Films are one of the most dynamic forms of art. Since the late 19th century, cinema and films have become an integral part of expressing humane views (Barker, 2019). Over the years, the dynamics of films have changed. New roles have been introduced to foster new innovative storytelling techniques. As cinema has evolved worldwide, the role of art directors has become more prominent. Art directors are responsible for supervising and unifying the vision of a production that is artistic. The art directors are responsible for managing the complete visual appearance of the movie (WONG, 2020). The art directors' trends to make decisions about artistic styles and visual elements and the time being in which motion is used. In other words, art directors are responsible for determining the way a film will be designed. It can be identified that Art direction is a relative term to project management. Art director's role can be seen somewhat similar to a production designer (Köksal, 2020). However, the fundamental roles are completely different for each other. Art directors' primary job is to implement and facilitate the creative intent of product designers. Art directors further encompasses critical aspects such as fixing up and tweaking a location in a way that it looks evident on-screen. Rendering the script in a visual metaphor is not an easy job to complete which is typically considered by art directors.

Despite the efforts incorporated by the Art Directors, there are diverse issues as well as challenges encountered by them in the era of their working. These challenges encountered; primarily dependent on the geographical areas they are working (Yacavone, 2016). Henceforth, the study emphasizes on discussing and identifying those issues and challenges that are encountered by the Art Directors, comprising the facts within two different countries, India and Germany. As the culture and preferences of both the countries are completelyreciprocated to each other when it comes to the entertainment and film industry, the efforts made by the Art Direct on both the countries can help in determining a comprehensive study.

1.2   **Background Study**

The films we see today are typically a collective work of multiple individuals. It is not evident to label the responsibility of success or failure of the film (Lastoria, 2019). If a film succeeds, it can be said that the collective hard work of all the people are responsible for the success of the movie. However, it can easily be said that art directors play an extremely critical role in procuring success of a business. An art director is largely responsible for failure or success of a film. It can be said that art directors are a medium, in terms of translating words on screen. Art direction is a huge part in today'scinematic world that has the ability to get an identity for a movie (Iturbe-Tolosa, 2020).

Being an art director is one of the hardest jobs to do depending on the interests and disposition of a person (Hurbis-Cherrier, 2020). However, when done well, there may not be a more valuable cog in the art department machine than a great art director.

There are some variations as to what the exact duties and responsibilities of an art director are, but in the opinion of this set designer, the very basic and core responsibilities which must be handled with great skill to be a great art director are budgeting, liaising, and administrating (Hao, 2020).

Budgeting is the first context, which is the allocation and tracking of both time and treasure. The hiring timeline for a film art department starts with the production designer. The production designer starts hiring their crew, often with the supervising art director as one of the first on. The art director will read the script and will do a set breakdown. What is a location that needs to be found, what is a build? Of the builds, what needs to be illustrated to start refining design? How much of that build is actually built and what is a VFX extension? How many illustrators will that take? Once the concept is rolling, how many set designers will each set take to model, then draft? How long will the drafting process take, which set pieces are shot first, and which sets does construction need to start first, and what drawing do they need for that set and in which order? How much will that set cost and how much labor will it take for each set? How many art directors and assistant art directors do a film need to help me with all of this? The art director is also often responsible for finding all this labor, interviewing, and hiring.

The art director has to be a good conduit for intra and inter-department communication (Kang, 2020). Other departments need to know how the art department is planning to lay out their sets, and the art department needs to know what requirements other departments have for the set. It is important for an art director to understand whether a film needs a backing outside that door and if there is enough space to light it evenly. Special effects need a three-foot pot over there to hide their mortar, can a construction be integrated to cut the floor? What kind of tracking markers are required for visual effects so they can successfully complete this digital set extension? Intra-departmental communication would include making sure all the artist has corrected, pertinent, and up to date information.

Basic administration is the next process. It is important to understand whether people are happy and delivering their work as needed. The art director also needs to be a bit of a traffic cop on design time. They have to be able to tell the production designer, director, producer, whomever, that if they want to shoot this set on this day, they have to settle the design, start drawing, so they can start building.

1.3   **Definition of the terms**

Art directors

An art director "directs" either the work they themselves will design, layout, illustrate, animate, etc. They can direct a staff member on their team or who they hire as a third-party. An art director earns that title by setting the visual tone, concept, and composition for whatever visual problem they're solving (Han, 2016). In many advertising agencies, an art director is a senior designer, and earns that title by way of promotion from designer to art director.

Role of art directors in film and television industry

Art directing is a very hard job to do well. It should not be treated as a holding position, or something to do while you wait for that production designer job. A good art director makes an art department run smoothly, working well and in sync with other departments (Han, 2016). To do this they need to be familiar with the needs and requirements of every position in the art

department as well as the needs of other departments so they can work proactively instead of reactivity. If they don't know, they can't be hampered by an ego that is too big to ask to find out.

Indian film industry

Cinema and films play an immense role for the Indian population. More than 1800 of films, every year, are produced, which helps the Indian film industry generate a massive range of revenues. The enormous facts behind such high preferences of Indian Films are its vibrancy, derma and glitz. In terms of Indian films or Bollywood, this industry has its own massive domain in the world and gives tough competition to any other industry or business unit. Art direction is actually a part of production design. But in India, the two disciplines are often considered as one and the same. Bollywood films from yesteryears, the production design is a much newer concept. Director Tanuja Chandra, who has helmed critically acclaimed films like *Dushman, Sangharsh* and *Qarib Qarib Singlle*, recollects, "When I started directing films, there was only art direction, which involved set design, propping up locations and giving furniture and upholstery a look that corresponded with script requirements." But a lot has changed in recent years. National Award-winning filmmaker Onir explains, "Earlier you had art directors and assistants. Now there is a production designer heading the team who has the important role of designing the look of the film by working in close coordination with not only the director but also the DOP and the costumes department." A lot of young production designers currently working in Bollywood, who are well equipped with the changing global trends.

As films continue to evolve, the processes associated with production design and art direction will get more streamlined. Hopefully, it will also bring greater visibility for the artistes and technicians working behind the scene. "Things are changing in terms of content and the way people see it. More and more people are becoming aware about the technical work that goes into making films and so, I believe technicians will be given more recognition and respect. After all, without art directors there will be no film," asserts Sinha, an leading art director in India. Some leading art directors of Indian film industry are Manu Jagadh, Bansi Chandragupta, Benny Mathews, Remiyan, Sabu Cyril, Samir Chanda, Muthuraj, Thota Tharani, Aparna Raina, Wasiq Khan, Rajiv Anchal, Rakesh Yadav, Nitin Zihani Choudhary etc.

Germany film industry

Film industries in Germany played a significant role in extracting an era of the 19th century with the European people and made them identical with new evolutions like the 20th and 21st centuries. Those changes brought up by the German film industry had determined periodisation within distinct eras as well as moments.

1.4   Research Aim and Objectives of the study

The aim of the study is to perform a comparative study on the performance of Art directors, in comparison to Indian and Germany Film Industry. Beside this, the primary aim of this study is to exhibit the role of Art Directors within different geographical locations, analysing their performance and practical approaches in Film as well as television industry.

Objectives of the study:

➢   To understand contemporary working situations of Art Directors in different Geographical areas, for instance India and Germany.

➢   To explore diverse pros as well cons associated within the professional of being an Art Director in a film industry.

➢   To analyse diverse challenges encountered by an Art Directors along with the improvements that are done for improving their performance.

1.5   Methodology

Sources along with the methods incorporated for data collection: it is evaluated from the past evidence, incorporating both primary and secondary methods of data collectionhelp the researchers to sustain sensitive information's as well as data (Dixit and Lal, 2016). Despite of this, qualitative data analysis has been conducted underpinning to primary data collection method. In which interviews are conducted with the Art Directors, from different geographical areas like India and Germany. This selective approach, while performing interviews would help in presenting comprehensive studies.

*Primary data:*the primary data collection method includes conducting interviews on 15 Art Directors, 10 amongst which are Indian Art Directors whereas, 5 are from the Germany. Online

interview has been performed, evaluating the current situation. Besides, in order to mainta8in the scopes and limitations of the study, Art Directors selected for conducting the interview, is from India and Germany.

Secondary data: relevant information has been accumulated from diverse secondary sources which include published articles, journals as well as websites, that consist of information related to the selective topic. For doing which Internet is determined to be more vital asset as all the information using secondary sources data base and online portals are accessed through internet.

Sampling: in the context of sampling, overall, 15 Art Directors are selected from the different Geographical location, like India and Germany. Amongst the 15 Art Directors, that were interviewed for the study render 10 Art Directors from the India, and remaining 5 from the Germany.

*Questionnaires:*15 open ended questions were prepared that are asked to all the 15 Art Directors, from both the areas. The questions prepared consist of related variables which would help the readers get clear picture of the issues as well as opportunities that are sustained by the Art Directors while working in television or film industry.

*Analysis of the data:*data along with sensitive information sustained from the interviews are presented in tabular and graphically manner, which provides clear answers to all the questions and doubt about the Art Directors, working in Film Industries.

1.6   **Significance of the study**

This study would help in contributing an effective information along with accurate data, depicting the roles played by Art Directors and their significance for the growth of film industry. Different strategies, that can be incorporated by the future Art Directors, as per the changing film industry revolution, can also be evaluated from the current studies. Henceforth, the comprehensive and comparative study presented would help the future researcher and students get wide and necessary information for their studies or research they conduct on the similar topic.

1.7   **Organization of the study**

Chapter one: this chapter focuses on introducing all the variables, issues identified along with research priorities.

Chapter two:this chapter focuses on discussing the topic in an in-depth manner on the roles currently played by an Art Directors in different geographical areas, including India and Germany.

Chapter three: this chapter includes methods incorporated for conducting this research while discussing strategies used for accumulating necessary information along with sensitive data.

Chapter four:focuses on discussing sensitive data collected incorporating primary data collection process.

Chapter five:discussion is made on the outcomes of chapter four and two, in this particular sections. This chapter also emphasizes on presenting how the entire study is aligned, while collaborating with the objectives defined in the foremost chapter of the study.

Chapter six: detailed summarization of the entire study along with suggestions are done in this chapter.

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CHAPTER 2
LITERATUREREVIEW

Art Directors act as project managers for the biggest department on any film - the art department. They facilitate the production designer's creative vision for all the locations and sets that eventually give the film its unique visual identity. Art Directors are responsible for the art department budget and schedule of work, and help the production designer to maximize the money allocated to the department. Art Directors are usually requested by the production designer, and are responsible for the assistant art director, the draughtsman* (as many as 20 draughtsmen may be employed on big budget films), the art department assistant(s) and all construction personnel. As Art Directors must find practical solutions to creative problems while simultaneously monitoring the budget, this is highly skilled work. Many Art Directors work on television dramas and commercials, as well as on films. The hours are long and the job can involve long periods working away from home. Art Directors work on a freelance basis.

An art director reports to the production designer. They design sets, oversee artists and construction workers, and help determine the overall look of a film production. During pre-production, the art director acts as a liaison between the production designer and the construction crew. When principal photography begins, they report to set and keep the production designer informed of how the look is coming to life.

2.1 Work Performed by Art Director

On big budget films, Art Directors start work up to 4 to 5 months before shooting begins (on low budget films 8 weeks may be sufficient). When the final schedule is delivered (detailing the precise order of scenes in which the film will be shot), Art Directors begin the work of overseeing the preparation of the first sets required. Art Directors analyze the script to identify all props or special items that may require longer lead times. Simultaneously, a team of draughtsmen draw up numerous plans for sets and locations for use by Art Directors when working with the construction managers and their team. This is an extremely busy, pressured time for every member of the art department; as well as coping with this pressure, Art Directors must also tightly control the budget (which is prepared and monitored on a spreadsheet).

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On big productions, weekly meetings with the accountant are key to this process. A major part of Art Directors' work is troubleshooting - they must find cost effective solutions which also provide practical answers to construction and decorating problems. During pre-production, they are also responsible for commissioning all special effects (such as explosions or car crash sequences), hiring all vehicles (from cars to horse drawn carriages) and organizing the casting of all animals (chosen by the director). As the shooting date approaches, Art Directors liaise closely with the location manager to negotiate when locations can be prepared and dressed. During filming, Art Directors continue to oversee the construction, dressing and striking (dismantling) of the remaining sets. After the film wraps (shooting is completed), Art Directors must ensure that all sets are struck and locations cleared, and that all outstanding art department bills are paid.

The Art directors use to focus on the visualization of different cinematographic videos with their uniqueness and they need a plan for the locations and the props which will be shown to the final commercials, different movies, and the films. This has seen that these people are required to start their work prior to the team of the production commencing their shooting process. Moreover, these people are needed to be related to all the shooting process of the videos and films. As stated by Masunah (2017), all kinds of visual things are managed by the Art Director of the films and movies. They have responsibilities in both the pre-production time and the production time. Moreover, they are responsible for all kinds of unique aspects of the films and the advertisement in relation to the visualization. These people are related to different other departments and they are concerned about the visuals of the backgrounds, props, people in the films, and several other factors.

2.1.1 An Art Director's Responsibilities during Preproduction

The art director's job begins during preproduction. The director will have concepts about the overall design of a movie or TV show, and it is the art director's job to implement that creative vision.

It falls to the production designer and art director to come up with a specific visual style for a production, working with concept artists to come up with design elements that can be translated into sets, props, and other visual aspects of a film set.

Some of the details of an art director's job during pre-production:

• **Supervise the creation of concept art**. These are illustrations meant to visualize ideas for characters, sets, costumes and other elements of a film.

• **Oversee pre-visualizations**. These are illustrations or animations of scenes from the film that are meant to demonstrate design concepts and visuals.

• **Supervise the creation of maquettes and models**. These are three-dimensional sculptures used to illustrate visual designs for characters, creatures, or sets.

As per the stated pre-production roles, the Art Director overlooked the concept of the film to make a film and movie set for commencing on the shooting process. The sets of the products have been chosen by these people and they also focus on the costumes of the people along with the other elements of the set. In accordance to Smith *et al.* (2017), these activities are done prior to the starting of the shooting and the imagination has been done by the art directors with several animations and other techniques. The pre-visualization is another process in which the art directors used to illustrate their scenes which are related to their planned visuals. As suggested by, this visualization process needs the skill of the Art directors by which they can imagine the scenes and they animated them for analysing their effectiveness. Another role in the pre-production process is the creation of the models which are related to the people of the films.

2.1.2 An Art Director's Responsibilities during Production

The art director's job shifts when a film or TV show goes into production:

• **Manage a detailed budget** for materials and labor to create sets and other art elements.

• **Oversee the administrative operations** of the art department, including scheduling, budgets, and personnel assignments.

• **Act as the coordinator** between the art department and other departments, such as visual effects, costumes, property, transportation, and locations.

- **Manage or work closely** with the teams who design and build all sets, props, graphics, and other visual elements.

- Oversee construction and dressing of sets.

As with the roles of the Art Directors in the pre-production process, these people have more roles at the time of production and shooting process. All the budgets which are required to fulfill the visualization of the films are needed to be maintained by the Art directors and they need to set their production and shooting set as per the allocated budget. In this case, they used to be responsible for accessing different locations of the cities for their shooting process, and scheduling of the shooting could also be done by them in different situations. In accordance with Wreyford and Cobb (2017), they are more related to the availability of the visual elements for which they are planned. In this case, the production head needs to obey the instruction of the Art Director for availing the best visualization with different shooting elements. These are some of the administrative work which is also needed to be overlooked by the Art directors for increasing the quality and the effectiveness of the cinematography. Along with this, as the visualization of the films are closely related to the acts of the people, for these persons are closely related to different other departments of the production houses of the films and advertisements. As opined by Lee and Lau (2018), management of transportation, having the costumes in proper time, and arranging all the props as per the planning are also managed by the art directors as well.

2.2 Condition required to become an Art Director

The requirements for a film or TV art director's job include education in film school or a related field and experience in a mix of fields, including the arts, business, and entertainment.

Production companies favor candidates with a background or education in drawing, painting, sculpture, still photography, graphic design, typography, color theory, and art history.

An art director should have knowledge of theatrical design, architecture and interior design, computer-aided design, as well as in TV or film production.

An art director can work his or her way up to the job by working in roles such as scene painter, concept artist, previsualization artist, sculptor, model builder or the like.

It would also help to have some skill or knowledge of crafts that include carpentry, costume design and construction.

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Other useful experience or skills for a film art director:

- Strong conceptual skills.
- Leadership or management experience.
- Excellent time management.
- Great communication skills.
- Excellent organizational skills.
- An ability to meet deadlines and juggle multiple tasks.
- Creative problem-solving.

There are several skills that have been stated to be in the art directors and among them, the creative and conceptualization skills are playing the major roles. As opined by Bell (2017), organization skill is also important for the Art Directors as they need to have the organization for all the visual planning in relation to the schedule of the shooting for different scenes of the films and other advertising and commercial videos. These people are related to the multiple tasks in the filmmaking process and these qualities are needed to be incorporated by the people for becoming an Art Director for any kind of production process. On the other hand, other skills such as communication skills, problem-solving skills are required to handle different positive and negative situations of the production process as well.

2.3 Working conditions Art directors

The operating hours vary counting on the assembly scale, location and shooting schedule. For art administrators, it's common to figure long hours, as well as early mornings and weekends, work inside in studios and outdoors on location, and will got to trip completely different shoots locations nationally and internationally. Many art directors work as independent contractors, meaning they are self-employed and also have the ability to set their own working hours. For a number of customers, from marketing firms to web designers, they may work closely with and create innovative material. In a fast-paced office setting, art directors working by publishers, film studios, advertising companies, public relations companies and other design services are likely to work and collaborate with other departments. The hours of the art director may vary since they

frequently work under deadlines, so they will need to work late nights or weekends sometimes. This has seen that the Art directors are related to the filmmaking process prior to the work and they are related to different departments of the production process. In this case, they need to take responsibilities for different other coordinating roles and different other administrative roles. They need to work for several hours which needs a positive concentration for their work. As stated by Jourdan (2018), there are no particular timings of the work in the film industry, and the staff of the production house is needed to be worked for a long time in several consecutive days. In this aspect, having a positive mind for completing the work in a fast way and with high quality is the foremost requirement.

2.4 Pros and Cons while working as an Art Director in the film Industry

● **Stress**

It is a very stressful job to direct a film. You have authors, designers, technicians and financiers to deal with. You have producers on one side, urging you to remain on schedule and on budget, and you have actors who might be temperamental on the other side. Even whereas composing rehearsals, meeting with purchasers, placating your donors and direction the technicians and backup personnel, it is your responsibility to pull the best possible performances out of them.

● **Hours**

Directors work very long hours, including evenings and weekends, during a movie.

● **Tough Start**

There are plenty of enthusiastic musicians out there, but no one can guarantee you can make a name for yourself.

● **Art directors are going to Face a Lot of Criticism**

You could get it from all sides, not just from your relatives and friends, but also from old-timers who have been longer than you in the game. This situation, particularly for greenhorns, can seem discouraging, but don't worry: everybody had to start this way.

● **Encounter Many Eccentric People**

A lot of eccentric people are encountered during the work.

● **Pay**

The pay is theoretically really nice if you're successful as a manager.

- **Satisfaction**

Movie directing provides high levels of personal fulfilment for those that really love the art of making films and who have an artistic vision that is convincing.

- **Creative Freedom**

➢ **A Combination of Many Different Art Forms**

There are costume designers, designers of sound, scriptwriters, directors, artists of makeup, and much more.

➢ **Social Environment:** Social Environment helped them to develop as a very good creative art director.

➢ **Interesting Work and Lifestyle:** The art director generally worked near celebrities and always has to do a new creative task and they have to go new destination along with shooting team.

➢ **Personally Rewarding:** The new project, high society's filmy parties and regular raise in salaries is like personal rewarding to the art directors.

This has seen that the benefits of working as an Art director are related to the self-esteem and self-actualization level of the people. These works are done by the people as per their choice and they have a high interest in directing the film with their own planning of visualization (Lastoria, 2019). In this context, they develop the skill for their career path and they also meet their own personal objectives in the film industry. Directing as an art director in different films can make them more popular in the film industry. Along with this, these people will have more knowledge of different art forms at the time of directing in different types of movies and advertisements. On the other hand, the challenges are related to the stress factors, health issues of these people as they need to do work for long hours without having any particular timing of work. As suggested by Parc and Messerlin (2018), starting off the work as an art director is difficult for most people and they need to assist different other professionals in making their position in the industry. Having recognition from these people can develop their motivational level for working as a professional in the future. In this case, these people face different challenges in developing their career path.

2.5 Challenges faced by Art Director

- Working on quick turnarounds. ...
- Thought matching with doing. ...
- Staying pertinent. ...
- Adapting to technological transition. ...
- Having excellent work completed. ...
- Staying true to the principles of architecture. ...
- Getting a view that is holistic. ...
- Being distinctive.
- Multi-skilled being
- Cultivating experience with humans

There are frequent turnaround in the film industry and the art directors need to manage all the situations for better production. Moreover, they need to be calm and pertinent for all the work processes in any kind of situation to direct other workers. In accordance with Salvador et al. (2019), managing the work-life balance is the foremost issue and the challenges for the art directors and they need to multitask all the time. In this case, managing the patience in the workplace for directing different kinds of staff with different skills is also challenging for them. Lack of experience can create more issues for them and this is reducing their possibilities to be distinctive in their workplace. Until these people become popular with their names in the workplace they can experience demotivation for their career. As argued by Papadimitriou (2017), technological changes increase the challenges of the art directors who have worked with the traditional process for a long time. There are many people who do not have adaptive skills for applying the new technologies in this digitalized era for their work process. Development of the technological skills with the new application can be considered as an issue and challenge for many art directors to compete with the young generations.

2.6 Improvement done for art direction

The work of other artists and designers who produce images for television, film, live shows, ads,

or video games is usually supervised by art directors. According to the vision of the art director, the designers then produce pictures, such as drawings, graphics, photos, or diagrams and graphs, or production stage and film sets. According to the vision of the art director, art directors work in advertising companies, public relations firms, or in books, magazines, or newspaper publishing agencies for art and design staff. They also work with producers and directors of stage, television, or movie projects to oversee set designs.. They need to recognise the design elements of projects in their work, encourage other creative staff, and keep projects on budget and on schedule.

2.7 Comparative Analysis and role of Art Directors film Industry of India and Germany

The Berlin Film Festival chose Hum Dil De Chuke Sanam by Sanjay Leela Bhansali. It's an anecdote that Dorothee Wenner, South Asia's Berlin Film Festival delegate, loves to recount. For over 20 years, she has been visiting India each year. Way back in 1999, a Saturday evening was spontaneously released in the midst of preview screenings and meetings with filmmakers. From 7 to 17 February 2019, the 69th Berlin International Film Festival takes place. An incomparable high of twelve Indian and South Asian movies chosen is eligible. Every year, Bharat produces Associate in Nursing calculable five,000 movies, as well Like the 2000 film movies. Films such as Mani Ratnam's Dil Se (1998) and Bhansali's Hum Dil Diamond State Chuke Sanam were modified in the new International Forum of Cinema portion 21 years prior, after I began working with the Berlinale.. It had been as a result of Germans wishing to grasp what this spirited Indian cinema is, this market that's atiny low modification in Hollywood. Berlin is one of only a handful of cities in the world. wherever ninety nine % of the audience for the Associate in Nursing SRK film is blonde, and there's a tiny low minority of NRIs. Once, I asked the actor why Europeans white-haired him the most, for his reflections. The film area unit of SRK is still screened at the Berlinale, either inside the monumental Friedrichstadt Palast or at the Kino International, each inside the previous East Berlin, as these territories are joined by single theaters. that area unit sufficiently giant to sustain their Brobdingnagian fan base. The German producer Uli Gaulke once told Pine Tree State, "This film is a crucial acknowledgment between Bharat and therefore the West." Once I observed My Name is Khan at the Berlinale. The Berlinale Shorts area unit A 27-minute short film in Santhali, Prantik Basu's Rang Mahal (Palace of Colours). "It relies on

one among the creation myths among the tribals of the Santhal," says Basu. Two swans put Associate under a tree in the nursing egg, they say, and humans emerged from that egg. While I manage the pleasant subject of development, I might tell that through creative movement I shoot for excellence. There is a seamless robust presence of Indian and South Asian movies in Berlin, and indeed, a film in rivalry. a protracted time agone."

2.8 History of work performed by an Art Directors

Art managers work for advertising and packaging firms, newspaper and magazine publishers, sure-handed production services businesses, and even the theatre, motion-picture display and video industries. The vogue through which a message is creatively conveyed to its audience is determined by them. For any project with musicians, they specify their vision. The designers then create images, such as sketches, graphics, photos, or charts and graphs, or fashion stage and film sets, in line with the stage director's vision. Together, they work with theatre, television or film producers and directors to manage set designs. They must understand the preparation components of their work, promote alternative creative workers, and continue to come on time and on budget. They are collectively responsible for establishing budgets and schedules.

In addition to supervise set styles, they usually collaborate with producers and directors of theatre, television, or film productions. Their work permits them to recognise project vogue elements, inspire totally different creative staff, and keep impending budget and on schedule. Often, they are accountable for the budgets and schedules being created.

Usually, associate stage director would do the following:

- Deciding however best to visually portray a definition
- Decide that footage, sculpture, or different components of style to use
- Establish the planning or type of an advert campaign
- Establish the planning or reasonably a theatre, TV, or film set
- Supervising personnel in architecture
- Study and approve styles, artwork, graphics, and photography
- In order to build an artistic approach and style, speak to clients
- Coordinating events with other departments of art or innovation
- Develop comprehensive budgets and schedules

○   Present the prototypes for approval to customers

In a range of industries, art administrators work, and also the sort of work they are doing varies a lot of with the trade. Nearly all art administrators, however, set the general inventive vogue and visual image to be created for each project, and supervise workers of designers, artists, photographers, authors, or editors in charge of producing the individual works that frame a finished product put together.(Bakeeva, Aidar, Omur, Isinbayeva and Bekniyazova, 2020).

2.8.1 Animation
Art directors are liable for the animation's visual vogue In general, art directors create 2D designs (drawings or paintings) regardless of what the final style of the animation will be, although it is becoming more popular for early design work to be done directly and digitally in 3D. They determine how the characters, props and environments will look and provide a basis for the rest of the art department to work from. The director and producer and probably investors in the project are faced with this job.

2.8.2 Film and TV
Art administrators begin by reviewing the script and sharing to grasp the vision for the film or TV programme with the producer. They then produce their styles and judge the palettes of sound, mood and color. an associate art director's work is additional precise and guiding than a thought artist's work. The assembly 'language' of the film is determined by the art administrators, that permits them to think about what the ultimate on-screen image would appear as if and the way to urge there. They collaborate to make drawings and design with the look artists UN agency convey the artistic vision to the remainder of the crew

Throughout the project until its release, art directors are engaged, serving as supervisors to other artists, such as modellers, character designers and background designers. This is a work that includes dealing with individuals a lot and demands good management skills. They are responsible for ensuring that all artwork is of a high quality and in line with the vision of the director. They are also responsible for ensuring that everyone remains on budget and on time in the art department.(Abbott, 2019)

2.8.3 Publishing

In printing, the page layout of newspapers and magazines is typically supervised by art directors. For books and periodicals, they often select the cover art. This work also requires publications on the internet.

2.8.4 Advertising and Public Relations

Art directors make sure that the best message and image of their customers is transmitted to shoppers in advertising and promotional material. they're chargeable for the visual components of a campaign for ads or media and may manage the work of alternative workers, like graphic designers, within the field of art or style.

2.8.5 Movie

Art directors work with administrators in film production to choose what sets would be necessary for the film and what vogue or look the sets need to have. to finish comes, they use and supervise a team of assistant art directors or set designers

2.9 The development in techniques used for Art Designing in film industry

The Art Director is to the Production Designer what an Assistant Director is to the Director in a variety of ways. The same individual could fill both roles concurrently on smaller shoots. Collaborating with the Director and Cinematographer, the Production Manager and Art Director apply their technical and organisational abilities to implement the film's entire look and mood. To coincide with cinematic style, world creation, and character dynamics, they use textures, colour theory, location, and objects. Production designers lead the tutorial department and are answerable for transferring the ideas of the director to life by organising the visual look and manner within the production(Austen, 2019).

2.9.1 Responsibilities of a Production designers during pre production

● **Defining the Look**

The Production designer produces a mood board during pre-production, a collage of arranged

pictures, colours, bits of text, and other materials. Mood boards are used to express to the Director and Cinematographer their artistic vision. The Art Director transfers the data to the Set Decorator after the visual elements of the film are decided upon. The Set Decorator is then responsible for collecting all the required materials while remaining within the allocated budget of the department.

- **Brainstorm with the director**

The assembly developer reads the scripts and discusses their ideas with the manager, gaining associate interpretation of the vision of the director. The assembly manager works out overall inventive decisions throughout now, such as: whether or not or to not kind sets or On-site shooting; what the tone, sound, or visual essence of the movie would be; whether or not to use CGI animation or live action tricks, etc.. Within the script, every prop, costume, car, decorative feature, etc. is highlighted and matched with the vision of the creative team. Adjustments are made, including the inclusion or subtraction in the script of certain elements. Even variations as minor as a bloodstain on a shirt are compensated for, as multiples of the same clothing would then need to be budgeted by the team(Pett and Warner, 2020).

- **Discuss budget with the Producer**

In order to put the vision of the director into the budget, the production designer works with the producer and line producer.

- **Research**

They will have to be compelled to study a period throughout this point, browse art books, consult different movies within the genre, or supply photos from the net.

- **Design**

Design sketches or models that display a motion picture's mood, atmosphere, lighting, composition, colour, and texture. are going to be created by the assembly manager in order that all the members of the department area unit are on identical pages. Typically, the assembly designer can have the stage director convert these constructed sketches into technical drawings or models that may be wont to build the sets by the development department.

- **Hire a team**

The production designer employs and oversees the complete section, in addition the foremost vital film crew department. The assembly designer in addition maintains the budget of the

tutorial department and develops the regular work schedule of the department. The art department comprises: set designers, art directors, illustrators, graphic artists, costume managers, set decorators, propmasters, makeup artists, trick supervisors, and more. so as to together interpret a coherent visual vogue, the assembly manager should collaborate with efficiency with all people within the academic department.

2.9.2 Responsibilities of a Production designers during Production

● **Monitor that day's work**

In order to form certain that the set and Setting up the camera is in their mode, the assembly designer gets to line up early. Any requests or concerns that the photography producer or director may need on this day's set should even be existing for the assembly designer to field(Makeyeva, Aidar, Omur, Toibayeva and Bekniyazova, 2020).

● **Plan for tomorrow's set**

While the assembly designer is perceptive the shoot on-set, they are collectively on a link, speaking with their theatre director, the lieutenant of the educational department, and managing the creation and dressing of the sets and locations of the following day.

2.9.3 Responsibilities of a Production designers during post Production

Traditionally, the work of a production designer ended when principal photography wrapped up. As further films square measure completed in post-production with CGI in film production lately, several production designers stay engaged once wrapping to supply feedback on something that may influence the ultimate look of the film, such as CGI effects or colouring.

2.10 Advancement and reason of lagging of Art Directors in the era of 3D techniques

For what ads look like, Art Directors in advertising are responsible. In order to market the merchandise or the whole being marketed, they're fascinated by making a campaign that has a second, positive impact on the client. They should be interested in all the different ways of advertisement, including TV and radio advertising, the internet, posters and direct mailings. As associate stage director, you have got to be a leader; somebody World Health Organization encourages and directs the look team's vision," explains James Fenton, founding father of Blimp

artistic. "You have to be able to identify the creativity in others around you and learn how best to get the design team (Carmen, María-José and Eva Vicente, 2018) .

One key aspect of the role of the art director is management: for example, challenging the work of people, working on schedules and budgets, and (on occasion) disciplining some lazy designers. According to Fenton, however, the main concern of an art director is to encourage and guide their team." In their work, all designers inject their individual personalities, tastes and elegance." it's the responsibility of the stage director to spot and appreciate the varied flavours that every member brings to the team then fastidiously infuse them to enhance one another." AN art director's role isn't restricted to considering the visual aspect of things. Through the knowledge given to them, using words and pictures, and creating structure, they need to be able to direct an audience.

The implementation of AI, including graphic design and web design, within digital design. In addition, from the viewpoints of practitioners in the industry, to examine the impact of AI on the essence of the profession. It explores how the industry is experiencing the impact of AI in everyday activities and workflows while concentrating on the creative process and the creation of digital goods. In different design processes and software, AI is already applied, whether the designer is conscious of it or not. It can therefore be inferred that the essence of the digital design career has been influenced by AI. The results, however, differ depending on the particular function and the associated tasks. Most are interested in learning more about it, but natural reluctance and lack of technology awareness remain an obstacle to the introduction of more AI in businesses. In the last decade, many businesses have made efforts to build graphic and web design AI programmes, some more successful than others. To be used in both the ideation and the development process, there are systems aimed at both inexperienced users and professionals. Pinterest is a visual search engine used for both of the groups just described(Russell & Norvig, 2016).

2.11 Role of Digitalization in the area of art designing

In 1965, a group of artists arranged digital or computerised exhibits for the first time in the 'Fine Art and' Fashion Smart 'galleries in New York and Germany. In 1990, with the widespread use of computers, the advent of digital technology in the Indian art scene came to light. The artist's

use of digital technologies made inroads into the field of fine art and their endeavours.

In the creation of contemporary art, digital art has rich contributions and also offers endless and wonderful forms of artistic expression. Digital art is a creative work or activity that incorporates the method of using digital technology of innovative oral presentation. Digital art may be solely computer-generated or taken from other sources, such as a scanned image photograph drawn using a mouse or graphics tablet vector graphics programme. Applications for digital painting, including Corel Painter, Adobe Photoshop, Art Rage, GIMP, Krita,My Brushes and open Canvas provide a physical painter with a similar environment for artists: canvas, painting equipment, pallet mixing, and a range of colour choices (Smith, Glenn ,2019) .

Digital painting is available in numerous styles, including figurative, non figurative, imaginative, realistic, and many more. It is now very simple for a graphic artist, writer, or designer to use devices to manipulate common materials via computers to create a variety of creative items.Digital art is contemporary art which utilises techniques of mass production or digital media. Digital art techniques are widely used by mass media and filmmakers in advertisements to produce visual effects. Digital painting is either a process of making an art painting digitally or a technique on the wall to produce digital art. As a way of creating an art object, it adapts traditional painting media such as acrylic paint, oils, ink, watercolour, etc. and applies the pigment to ancient carriers, such as woven canvas cloth, paper, polyester, etc. But in the hands of the digital artist, there are some resources which the traditional painter does not have available. These include: a virtual palette consisting of millions of almost any size of paints, canvas or media, and the ability to recover errors, as well as erasers, pencils, spray cans, brushes, combs, and a range of equipment with two and three-dimensional effects. The artist can mimic a real pen with a graphic tablet and a stylus. and drawing surface with precise hand movements, whereas other programmes such as Adobe Eazel are built directly on the screen for finger painting. It can be pressure-sensitive for both tablets and touchscreens, allowing the artist on the screen to change the volume of the chosen media.

In combination with strong knowledge of design tools, digital art helps an artist to enter the digital media industry. The rise of digital media and the internet makes it easier and more successful to preserve art, which means that digital media is not limited to the production of new images. In addition, digitalization enhances the process of artistic creation and adds more spark

to an artwork's colours and variety. You may trace the fundamentals of a digital painting's visual features back to the software. Due to the physical impossibility so far in making the brush stroke noticeable, these include transparency, symmetry, distortion, repetition, texture, embossing, mathematically perfect circles, ellipses, squares and other forms, and a flat surface. The possibility of erasing up to twenty or more brush strokes or other actions without a trace is a more spontaneous, intuitive way of working than is possible in conventional painting (Bessette, Juliette, Frederic, and Glenn ,2019)

The application or basic function option describes the production with watercolour, leno cut, screen print, oil painting, etc. characteristics inside a software. Advanced digital art software has not only eased the process of drawing, but also improved an artist's creativity. The use of digital art in contemporary Indian Era digital art is dependent on the artistic ability and imagination of the artist. Awareness and skills in computer applications and artistic vision are a prerequisite for a digital artist to create an outstanding work of digital art. The use of technology in digital art is growing day by day; in the world of total professionalism, this trend has dramatically simplified things. The most critical aspect of digital art is that fine art remains beyond the reach of a significant number of artists working with these modern technologies.

2.12 Role of Art designers in the film Industry

Simply stated, an art designer is responsible for making any graphic objects made public inside the script of a TV or film production. They collectively create advertising materials, such as film posters and digital content. Graphic designers typically work on quantity products (set in the past) wherever a lot of research is required to copy the exact vogue and presentation of things such as building accumulation and newspapers. Designers work together on fantasy, science fiction, and creative movement, producing a distinctive look (Barnwell, 2017)

"Most of the graphic props created for a film aren't necessarily hero pieces but rather sheets of paperwork used as background dressing."On the "top sheets" (the things that sit on the top of the stacks), actual typed notes, rubber stamps, and thoroughly selected paper stamps, we used genuine, readable copies.sorts, which might all add up to form a a lot of authentic expertise for each the solid and therefore the audience."

An art designer on a TV or film production is responsible for creating any graphic pieces

outlined in the script. They also create promotional materials, like movie posters and digital content.

Quite often, an art designer works on period pieces (set in the past), where a lot of research is needed to replicate the exact style and presentation of things like building signage and newspapers. From product packaging to newspapers to background signs to personal notes: every element of graphic design must be carefully considered in TV and film.Designers also work on fictional, sci-fi, and futuristic projects, developing a unique look and feel for the production—and essentially, doing their part to create a whole new world in which the story can unfold (Coles and MacNeill, 2017).

2.13 The book Thank You Economy and motivation to art directors

The book Thank You Economy has been written by the co-founder of the restaurant reservation application and the book has been focusing on the application of social media and technology for developing the relationship with customers (Files.wordpress.com, 2021). This has been stated about the mix of social media and new generational technologies with the traditional customers' relationship maintenance process. As opined by Chung (2018), the era of digitalization has become a great support for the business companies in relation to the customer support system. Most business companies are using social media platforms for enhancing their relationship and communication to retain their customers. In this context, the book of Garvy Vaynerchuk has been focused on the development of interest for the customers and having a reciprocal stage for gaining customer loyalty.

This is stated about the working process of the employees and the business companies by which they use the one to one customer care and courtship for the development of the relationship with the customers (Files.wordpress.com, 2021). With the help of this book, the Art Directors can gain the motivation of applying the technologies for developing the relationship with their audience. There are many film industries creating pages for their viewers by which they engage them with their work in a close manner and the viewers are showing better loyalty for them. Using social media in the working process in this digitalized era develops interaction with the customers. In accordance with Kupfer *et al.* (2018), with the help of this idea, the art designers can gain feedback from their customers and they can have the idea of the preferences of their

audience. On the basis of those preferences, art designers can do their work in different types of films for attracting more audience and viewers for their productions.

Art Director of any film or any commercial videos makes the uniqueness in the overall cinematography which attracts the viewers with a new type of shows. In this context, using social media with the traditional method of interacting with the viewers can help them to know about the demand of the viewers. They can gain an idea of what is the demand and preferences of the customers and which kind of art they are liking most. However, as opined by Lehrer and Xie (2017), the preferences are different for the viewers and the choice of watching films is also different. In this case, art directors can interact with their viewers on social media platforms. They can reply to their comments for any film or they can do the communication in different other ways such as live sessions, question-answer sessions, and many more.

Using transmedial advertising as stated in the Thank You Economy book, the directors can apply the art in different promotional and advertising processes of their movies in relation to the digital era. For example, they can keep some visuals secret in their promotional videos regarding their films and the concept and they can show some of the clips of their unique activities in their commercials (Files.wordpress.com, 2021). This can increase the interest of the customers to do the communication with the production of the films and their views can be analysed by the art directors for gaining both positive and negative feedback. Along with this, the art directors and their draughtsman can also apply some strategic approach for continuing the relationship with their viewers. All the staff of the production can show interest in this process which enhances the motivation level of the art directors for doing some new things in their filmmaking process.

As per the suggestions from this book, there are several ways which the art director can apply for developing their work process and these are helpful for the communication process with the viewers. The Art directors can use Twitter for tweets once a day and short Facebook messages can also be given each day. This encourages the audience to participate in the two-way communication process. The Art directors can reply to the comments as per the possibilities. In this way, they can see the support of their audience and this is the main factor for generating more confidence in their work process.

Most of the businesses and film production houses in this digital era are using social media to reach more customers and viewers (Files.wordpress.com, 2021). This deals with the competition level among the production houses and the traditional method of the advertisement do not provide that much value to their audience. The high level of competition can be considered as another motivational factor for the Art Directors as per the findings of the book. As the behavioural changes are happening so frequently among the audience the art directors can maintain their motivation with the choice of the audience as well.

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Chapter: 3

Research Methodology

3.1 Introduction

The chapter discussed diverse data collecting techniques that had been incorporatedto gather sensitive information of such broader subject roles of art directorsin the film industry associated in India and Germany.

The most important face about a research project is that it involves many steps to get a conclusion. This chapter is going to discuss research methods that hold the way for executing an entire project successfully. More specifically, the research methods allow the researchers to understand the recent working condition of the Art film industry along with their challenges that block them from exploring different aspects of Art films in different countries. From this chapter, researchers will gather information about the Art film industry for German as well as Indian so that they can explore the diverse condition of the film industry along with the specification of roles.

3.2 Research Aim and Objectives

Research Aim:

This study aims to find the roleof an art director in the film industry, a problem faced by the art director in the industry. The Indian film industry is no more a thankless or unsung job, it has created an award category for itself inspiring younger talents to take up this art. This paper hopes to illuminate ways that can be improved.

Research Objective:

● To understand the current working condition for the Art Director.

● To find the pros and cons while working as an Art Director in the film Industry.

● To find the challenges faced by the Art Director and improvement done for art direction by different agencies involved in the industry.

● To compare the current status and role of Art Directors film Industry of India and Germany.

The main role of an art director is to lead the team of artists as well as art director, who determines the necessity of artistic elements that articulates the overall vision of the whole team. Apart from that, they have to approve and review the copy of the entire script. Through this study, the recent condition of the Art film industry has been explored so that the positive and negative side that are faced by the Art director in making an art film has been clearly seen. Based on the current situation, the researchers have compared the recent status as well as roles that are involvedin the Art film industry. In Germany, the art films are based on the life story of persons. In contrast, Indian art films are based on current social situations, so the roles and status of both industries are different.

3.3 Research Paradigm

Evaluating the subject matter, it can be noted that the interview and survey would have been suitable for accumulating information and sensitive data.
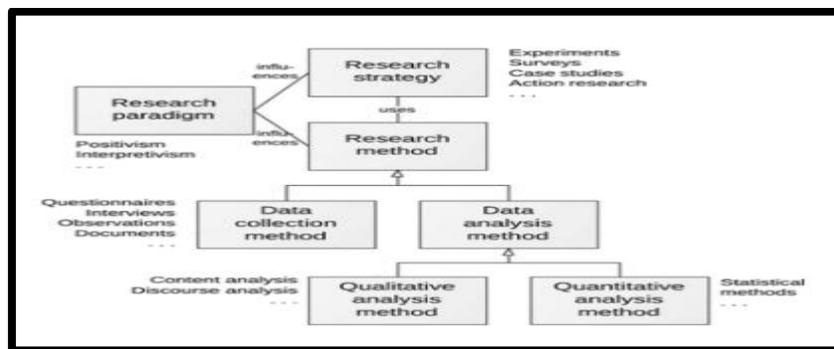
Figure 1: Research Paradigm

Source: (Korstjens and Moser 2018)

While doing this assignment a comprehensive research strategy has been incorporated. For instance, both primary and secondary methods of collecting data and sensitive information. Secondary process has been incorporated for accumulating information for the literature review section, whereas, primary process has been helpful in conducting online surveys from the direct art director working in film industries.

Research philosophy

In research projects, the research philosophy addresses the belief about the steps through which the entire data asset about a particular phenomenon has been utilized, collected as well as used. The entire idea of creating the knowledge on the requirement of projects may appear the stages

for executing the overall project. Based on the analysis as well as requirements of works, several types of research philosophies are found like interpretivism, post-positivist and many more. In case of this research, researchers choose the positivism philosophy as it is working on the primary data set (mostly quantitative).

This philosophy will help to determine the trends as well as patterns of quantitative data that are found from questionnaires set through the interview survey of 15 art directors of different geographical regions. It will help them to determine the recent conditions of the Art film industry successfully.

Research design

Apart from the approach, strategy and philosophy of the research, the design of research is very important as it allows the researchers in determining the entire set of strategies. Based on this, a research has been executed successfully and it is chosen to integrate several associated components of this research logically as well as coherently. It is mainly a framework that elaborates the steps of research so that it will address the current situation as well as challenges that are faced by the Art director in making and launching a film for viewers.

Based on the research needs, researchers select the descriptive design as it is very cheap and less time consuming to conduct and its relevant data set is available via analysing the requirements along with the determination of distinct understanding of this particular research related to Art films.

3.4 Research Approach

The research approach is referred to as the context of research that is also related to the research topic and it mainly examines the way in making detailed assumptions, which are collected to the necessity of relevant research topics. Depending on the research needs, both inductive as well as deductive approaches are used in research.

This paper has used both quantitative and qualitative research approaches to conduct this study. The understanding impact of the film industry on art directors has been examined qualitatively while noting a remark given by any of the participants from the number of 15. Quantitative data has revealed the numbers regarding the position of the art director in the film industry with substantial statistics and shown as per the preferred percentage from the selected 15 art directors.

In this aspect, the deductive research approach has been selected as it determines the overall situation of the recent Art film industry that depends on the geographical location as well as the critical thinking of an Art director and its team. In this case, the deductive approach helps to discuss the detailed relationship between the relevant variables as well as concepts through generalizing the overall findings and measures the entire effectiveness of related concepts quantitatively.

3.5 Research Strategy

In simple words, the research strategy is required for guiding researchers about the procedures via which the successful plan of research has been formed and it will be executed successfully. Based on the requirements of research, the mixed method is used here so that the gathered data and existing data can be compared for analysing the research topic thoroughly.

The data collected are displayed through the medium of tables and figures. In the study the sample size includes art director of bollywood and German film Industry. The participants were selected for conducting the survey. Overall sample of 15 participants are selected from the selected country film industries associated in Bollywood and German film Industry. Henceforth, data are analysed disruptively, in order to meet the requirements of the research objectives.

The reason behind utilizing the mixed method in this research is that it empowers the understanding as well as interpretation and explains the quantitative data successfully. Apart from that, it also addresses the limitations of each single method (here primary quantitative data collection method through survey) and triangulates gathered information that are necessary for executing this research process. As it consumes more time than any methods, it provides accurate results and smoothens the process of execution.

3.6 Data Collection

3.6.1 Observation

Research involved in the observation to record the different information related to working patterns, problems faced, working conditions, drawbacks faced by the art director in working in film industries. In the observation period the study was based on the observation of working conditions, challenges faced and technology advancement faced as well as information from secondary sources are also gathered.

For collecting the data, researchers use the mixed method. However, based on the survey results, they have plotted the data in their tables and with the help of appropriate functions, the measurement of data can be performed and it allows the researchers to get a solution that meets their research aim and objectives. Apart from that, the challenges faced by the directors are also analyzed successfully.

3.6.2 Questionnaire Survey

The structured questionnaires are prepared for the information collection of the study area for the art directors. The questionnaire will be filed with different problems and prospects related to the area.

3.7 Sampling Method

For performing the primary research (here, survey), the definition of sample population is important as it mainly defines the entire set of people along with some particular categories. In contrast, the subset of the entire population set is called a sample and it is determined with its size positively. Based on the opinion of (Etikan and Bala, 2017), it is mainly referred to as the total number of measurements as well as observations through which the number of participants are found for this particular research study. For this research, the sample population involves different Art directors from different geographical locations so that their opinion can be gathered and based on their opinions, the research process can be executed successfully. For this questionnaire survey, researchers apply the random sampling method by involving Art film directors.

The ten art directors are chosen from the Bollywood industry and five art directors are chosen from German film industry. Bollywood and India is selected as a study area for research. For this research sampling is used to select an art director in the study area. Online or phone calls are used for interviews and surveys. Linkedin.com is used to interview the art directors. The details of selecting the sample are shown in following table:

In case of this research, the random sampling method is used and it is reflected on the research as probability sampling. This sampling is required in this research as it involves some basic criteria to choose the sample. The main criteria is that all of the respondents should be a director and have experiences in making Art films in either Germany or India. This process allows the researchers to choose 15 directors and collect accurate information on making their strategies as

well as challenges faced by them so that the Art film industry can acquire a large amount of profit through their work.

Table 3.1 Selection of Samples

S.No.	Streams	Country	Total population	Percentage	Method
1	Art Film Director	India	10	66	Purposive
2	Art Film Director	Germany	5	44	Purposive
Total			15		

3.8 Designing of the Questionnaire

Researchers used different types of the tools like questionnaire, checklist, and audio recorder in order to collect the primary information from the field. Both structured and unstructured questionnaires are used to collect quantitative information in the both film industry (India and Germany). Before collecting data, a researcher has pre-tested his data withanother secondary source of information.

Questionnaire included differences according to the styles of art direction in 3D and Live Action. The art directors have asked for different methods used for creating sets of popular art direction. The various challenges that Art directors have been facing in the film industry. The working conditions of art directors in Indian and German Film Industry. The measures taken for improving the working conditions of art directors in Indian and German Film Industry. The open ended questions are being asked.

3.9 Expected outcome

This research project makes an evaluation about the current situation of the Art film industry of India as well as Germany based on geographical location as well as critical thinking of Art directors and their teams. Part form that, it also makes a detailed elaboration on the challenges

that are faced by Art directors in making their projects in TVs or films. The role of an Art director is very different as it faces less quality along with lack of insights and for this reason, sometimes they have faced a conflict with the sensor boards if any legal aspects are shown in their project. Based on the geographical locations, the political impact on Art films are different. As recent films are based on digital revolution, it may face government grants along with runaway digital piracy that affects profits of filmmakers. On the other hand, long working hours may face the pay issues.

3.10 Ethical Aspects

Ethics may be defined as a set of written or unwritten rules or code of conduct that govern the behaviour of film industry or an art director. In this research, the researcher has maintained and uphold the ethics pertaining to research as suggested by Frederiks *et al.* (2016). It is the ethical duty of the film industry to provide top quality services, maintain good conduct and protect the integrity and privacy of the art directors. The responses, opinions and information of the respondents have been kept confidential and they have been provided with adequate information about the scope of the research in the consent forms that were handed out to them.

On the other hand, researchers havetaken written consent from all the participants so that any kind of future conflict may not occur and they provide the assurance to the participants that the collected data will be stored safely and it will be only used for research purposes.

3.11 Credibility of the Research

In simple words, the credibility of a research defines the extent through which a research has been executed and this extent makes the entire research believable as well as appropriate.It is mainly associated with the framework that is presented for analysing the research project effectively. The method of research used in this paper is credible as the researcher has used various methods and strategies for data collection to verify the uniformity of the results of the researcher. The issues and goals of the research have been properly established in the project. During the study, the methods of analysis, sampling and accuracy have been maintained as suggested by Moser and Korstjens (2018). The material that has been used in the research is very thorough and meticulous. Ethical principles have been preserved during this research and objectivity was ensured. The method of the collection of data and its subsequent analysis were correctly recorded.

3.9.1 Strength of the Methodology

In this research, the subjects as well as the research issues and problems were correctly dealt with using the qualitative methodology. The main strength of this research is that it involves the questionnaire survey methods for getting unbiased opinion from the Art directors of different geographical locations; it helps the researchers to develop the reliability, generalizability as well as versatility of this research. The best part is that it is cost-effective.

The research module is dependent on small groups and is therefore not as expensive as it would have been if bigger groups were considered. With the knowledge and findings of the study, the researcher is able to easily achieve the structure, direction and revision of the data that has been collected as suggested by Etikan and Bala (2017). The data is gathered from small groups and is later used to provide a universal explanation for a larger population. The data that has been gathered using this methodology is based on genuine efforts and offers a sensible view of what can be expected.

3.9.2 Weakness of the Methodology

This methodology is used to analyze the data gathered from small groups and as such it is not easy to arrive at a definite conclusion for smaller groups. Genuineness of data is hard to confirm, evaluate or maintain. As it involves the survey research method for retrieving authentic data from reliable resource, it may feel uncomfortable for the respondents and they will not be encouraged to provide honest as well as accurate answers. If they will not provide accurate answers, it may drive the researchers into a wrong direction.

Statistical collection of data is not accessible in this case and it will be hard to do so using only this method as suggested by Taherdoost (2016). Since the data that has been collected is usually in large quantities, it is a cumbersome task for the researcher to interpret and analyse the collected data. The answers and opinions of the participants might get affected because the observers of the research will always be available during data collection and can interfere with it.

3.10 Summary

After assessing all the dimensions of this research, it has been said that the determination of choosing a mixed method is fruitful for this research, as it needs to compare the collected data with the existing one based on different geographical locations.The entire process is planned and executed very safely. It is not surprising when the art directors say that the Indian film industry is

yet to achieve its full potential. The Indian film industry constitutes a large share of the total income in art direction. The Indian film industry is rich and vibrant in its craftsmanship. It has a huge market within and without India. By developing more advance technologies, the art direction industry can cut down its operating cost and also improve their merchandise in terms of quality.

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Chapter 4

Findings and analysis

4.1 Introduction

This chapter is focused on analyzing the data collected from the interview method. Three German and three Indian art directors have been chosen for conducting the Skype interview. Christian Burtchen, Patrick Nemes, and Taiyo Kitagawa are the German and Ashish Sahi, Adarsh Anurag, and Tushar Madan are the Indian art directors chosen for the interview. 11 questions were asked to them and analysis would be conducted for their answers.

4.2 German industry

4.2.1 Findings

Interview questions	Christian Burtchen	Patrick Nemes	Taiyo Kitagawa
What is the specific role of an art director in Indian/German Film Industry?	The art directors in the film industry need to look over several aspects of visual styles in the movie production. Creating an overall design of the movie or the project relies on them.	We are provided with a very responsible role which covers coordinating the concept and designs for the film. We need to look for the promotional events to be printed in a form, commercials, or websites	As an art director we need to look over the overall designs of the film, visuals, promotion, graphic designs, lighting, and others.
What is the role of an art director in	Mainly, the visual styles of the	The art directors need to play more or less	We need to be responsible for the

different entertainment industries like animation, film and live action industry? Is one art director sufficient for all these three industries?	animation films are looked over by us. The script examination, improvisation, and inclusion of visual effects in these three categories of films are done by us. One art director can handle the work processes of all these three industries but it becomes a little strenuous for one person.	the same type of roles in animation, film, and live action industries. They determine the design language of the live action industry. Communication of the project in an artistic way is the main factor of these movies. In my opinion one art director is sufficient for all of these different film industries. The art directors just need to have required knowledge, technical skills, and qualifications to play their roles effectively.	overall designs of the set. The on-screen and off-screen image of the film in the live action industry needs to be looked over. The graphics of the animation films are handled by us. In my opinion one art director is not sufficient to handle all the work processes of these three film industries.
What are the various challenges that Art directors have been facing in the film industry?	I can say there are some problems that the art directors of German film industry need to face. The people of this country	I have made a few art films till now in my professional life and observed that people take most of the interest in	I can say that there is gender bias in this German film industry. The art film industry is no exception to that. As a female art

	mostly prefer commercial movies and these films are made extensively. We need to put a lot of efforts to come into the focus of people.	commercial films. This is tough for us to convince the audience to watch our films and enjoy a different type of content.	director I need to struggle more than the male directors.
What are the working conditions of art directors in Indian and German Film Industry?	We need to collaborate with other crew members of the film set to bring out the desired results of the movie. Collaborations should be made with marketing teams, visual teams, and others.	We have to work within a fast paced office environment and often we need to deliver our projects under extreme pressure. Strict deadlines issues are also present there.	In the German film industry the working condition of the art directors can be seen to be making collaborations with other team members. We need work under a stressful work environment and strict deadlines are provided to us.
What are the ways in which work performances of Art Directors can be improved?	I think we directors should focus on the feedback that we receive from our hierarchy. This helps improve our work processes.	I think in our profession we need to be aware of the new trends and taste of our audiences so that we can make such films. Feedback from our audiences matter the most to us and	Building connections and being up-to-date to the market trend of the film industry can be of help to improve performances. The art directors should be focused on increasing their knowledge

		teamwork is the most important aspect to deliver a good project.	regarding their field of facts. This would be of help to implement the newest processes and contents preferable to the audiences.
What is the salary expectation of an art Director in India/Germany?	We can expect an average salary of €42163 as an art director in Germany.	The salary expectation in our profession can range between €42000 to €52000.	Expected salary for an art director can be €40000 to €50000.
What are the various technical and interpersonal skill sets that are required to become a successful art director?	Coordination, project management, graphic design, desktop publishing skills, and other technical skills are required. Creativity, communication skill, aesthetic judgment skill, and leadership skills are required as interpersonal skills.	Leadership skill is a crucial requirement for being a good art director. If I talk about technical skills it can be stated that an art director needs to handle graphic designs, illustration tools, and project management factors properly. Good communication skill is another criterion to become a good art director.	Graphic designing, creative designing, project management, and other technical skills are required. An art director needs to be a good leader and interaction with the team members and other people is essential.

In which way Art Directors are important entities in the television and film industry?	Producing a good movie cannot be possible without our efforts as we need to supervise the VFX, production design, and importantly the language of the film. We need to analyze the film properly in the perspectives of the audiences. We need to understand the script and the extent to which audiences would like the outcome.	Determination of the design language of a film is in the hands of the art directors. We need to work on the scripts provided to us and communicate with the team to make the project done smoothly. Our technical knowledge is very much important for the film industry to deliver the proper project to the audiences. Analyzing the reaction of the audiences needs to be considered by us and implementation of proper plans is also our responsibility.	We need to understand the requirement of the films and make changes according to the need. We need to focus on the route on the film from the start to the end.
Which agencies are authorized to hire art directors in film industries?	Agencies namely, Surridge Films, Berlin Production Service, BigFish Filmproduktion, and others are there which hire art directors.	Berlin Production Service, Cobblestone Filmproduktion, Panthalassa, and others are in Germany which considers hiring art directors.	Wildcard communications, NeueSuper, and Cobblestone Filmproduktion are some of the names that I can say.

What are the various ways in which Art Directors have been making strategies to counter the challenges faced?	I think the only way to counter the challenges is to make good films with great taste. The people should be made understand about the quality of these art films and their value.	I believe that updating knowledge regarding this profession and using upgraded tools to make films with good content can attract audiences. Most importantly the audiences of this country need to be convinced about watching art films. They should be provided with some good contents so that their interest can be raised. This entertainment industry relies on public demand and we need to concentrate on fulfilling the demands of the audiences.	I think the challenges can be mitigated by considering different market trends. The taste of the people needs to be understood by the art directors in order to present the required film to the audiences. The art directors need to look for improving their knowledge and capabilities so that they can deliver good projects to their audiences. Having up-to-date knowledge of the film industry can be of help to encounter the challenges faced by the art directors of this country.
How has COVID impacted your profession especially in terms of income	COVID has made a major negative impact on the film industry. The income	The negative impact that COVID-19 has made on our industry cannot be denied. It is	COVID has made a great impact on the German film industry. Most of the people

earnings?	earnings were reduced as the business used to face major losses.	needless to say that our income earnings were reduced hugely.	were not really fond of art films in the first place and due to this pandemic situation most of the cinema halls are closed. This has made a major impact on the film industry. Our income earnings have also been reduced due to this situation. We need to work really hard to recover at this stage. Proper techniques and ways need to be discovered to reach our work to the audiences. Other platforms need to be found out in order to recover the losses and entertain the audiences.

4.2.2 Analysis

Analysis of the comments of 1st respondent

As per the statement of Christian Burtchen the different questions about German art film industry can be known. His perspectives can be analyzed by asking these relevant questions. He described

the roles of the art directors in this German film industry as very crucial. They need to be associated with deciding the visual styles and designs of the films. They need to be very careful as the overall project is majorly dependent on them. When he was asked about the roles of art directors in different film industries he shared his opinion. As per his opinion an art director can handle the work process of different film industries but it can become a little difficult for them. The visual and presentation styles are different for different movie industries. The art directors cannot properly handle all the work processes if they do not have proper knowledge.

Burtchen stated that various challenges the art directors face dominance from the commercial film industries. People prefer the commercial types of movies mostly which is harmful for the art films. They need to follow several working conditions in order to accomplish the entire project successfully. Forming collaborations with other crew members is important to bring out desired results (Lamberg, 2016). The visual team workers, marketing team members, and other crew members need to make good communication among them. Burtchen was asked about the ways to make improvements in the performances of an art director. He stated that the feedback received from the seniors and others should be considered to make improvements in the performances. Hierarchical feedback holds an important place to correct mistakes and step effective steps. The salary expectations of the art directors in German film industry can be seen as €42163.

The requirement for having proper technical and interpersonal skills is important to run the work processes effectively. As per his opinion the art directors need to be a good leader as well as their communication skills need to be strong. Art directors can be seen to be an important entity in this German film industry. They supervise the VFX, language of the film, production design, and other relevant factors. He also stated some names of the authorized agencies that hire art directors for the film industry. These provide opportunities to the filmmakers to form their careers. According to his opinion, art directors should make good quality films and people need to be influenced to come forward to enjoy this type of films. All of the strategies need to be prepared based on making good quality films analyzing the taste and trends of the current market. He addressed that due to COVID-19 their income earnings were reduced and business faced a huge loss.

Analysis of the comments of 2nd respondent

Patrick Nemes was asked some questions on the Skype interview about the German art film industry and his answers would be analyzed here. He was asked to share his opinion about the roles of art directors in the German film industry. The art directors need to play a very responsible role to coordinate the designs and concepts of a film. As per his opinion they need to look over the promotional events of the film as well. The promotional events can be printed on a form, commercials, or websites. They need to manage this printing part and promotional events effectively. Their roles in different film industries were asked and he shared his opinion. According to Nemes an art director can manage their roles in animation, live action, and other film industries similarly. The design languages of the film need to be maintained by them.

He believes that if an art director has proper knowledge regarding the matter he can manage every category of films. When asked about the challenges in the art film industry of Germany Nemes also stated the same challenge as Burtchen. People do not prefer watching art films rather they go for commercial films. They feel it tough to convince the audience to watch art films. Talking about the working condition he stated that they need to work on extreme deadlines and a fast paced office environment. In order to improve the work performances of the art directors they should be focused on the reaction of their audiences. Teamwork plays an effective role in achieving the desired outcomes. Technical and interpersonal skills that are required to become a successful art director can be observed (Stephens, 2015).

The answer was more or less the same to that of Burtchen. He also believes that leadership skill and good communication skill is required in this profession. They are considered as important entities of the television and film industry. They need to work with some agencies and some authorized renowned agencies namely Berlin Production Service, Panthalassa, and others. These agencies hire the art directors and one of these is some of the renowned agencies of Germany. In order to face the challenges in the film industry the art directors need to keep their knowledge up-to-date. He described that the whole industry is facing a difficult time due to COVID-19 and the business was at loss.

Analysis of the comments of 3rd respondent

Taiyo Kitagawa was asked the same questions in the Skype interview as two others. When she was asked about the roles of art directors in the German industry she stated her opinion. As per her opinion it can be observed that this is not much different from the other two respondents. She

also believes that an art director should be responsible for looking over the lighting, overall designs, technical factors, and other relevant aspects of the film set. When she was asked about the roles of an art director in all of the three film industries she said that the role is more or less. As per her opinion though the roles are more or less the same one art director cannot maintain the three roles sufficiently. She highlighted another aspect of the challenge faced by the art directors in this film industry.

She mentioned that the industry is gender biased and she needs to struggle more than other male directors. The expected salary range was stated within the same range as the other two art directors. Improving performances of art directors can be possible by keeping up-to-date knowledge of the market and interests of the audiences (Curtis, 2015). They need to be focused on analyzing the interests of the audiences and produce content according to that. She stated that their roles are important in the film industry to analyze and look over several other aspects of the industry. She also described the working conditions the same as the other two directors. Stressful work environment and tight deadlines are present there in the profession of the art directors. Knowing the taste of the audiences in the film industries is of great help to produce a successful movie. Lastly, she mentioned that the industry needs to work really hard to recover the losses that have been faced due the COVID-19 situation.

4.3 Indian industry

4.3.1Findings

Interview questions	Ashish Sahi	Adarsh Anurag	Tushar Madaan
What is the specific role of art director in Indian Film Industry?	The biggest role of the art director in the Indian farm industry is to improve the various management of the film. The role of the art director is to	In the Indian film industry, with the help of an art director, it is possible to develop every story of the film well. The role of the art director	The art director helps a lot in forming the plot of a film so that a film can be done well. The art director understands the story of the whole film well

	control the background of a film and to represent the film well in front of the audience.	is very much in understanding how the story of the film will win the hearts of the audience.	and uses his creativity to make the story more interesting.
What is the role of art director in the different entertainment industry like animation, film and live-action industry? Is one art director is sufficient for all these three industries?	In animation, live-action and film, the art director are in charge of controlling graphics and more. However, it is not possible to work with a director to control all these issues well, so multiple art directors are needed to control everything well.	The art director can help a lot with the background and graphic design of the film to make the film more interesting. However, for a low budget film, all the work can be done with the help of an art director, but more budgets require more than one art director.	In all these cases, the art director plays a very important role and the film plays a role in representing the audience well. One art director is not enough for a high budget film, in which case more than one art director is required.
What are the various challenges that Art directors have been facing in the film industry?	Underdeveloped infrastructure is one of the problems that art directors face in the film industry, as a result, art directors are not able to do their job properly. It takes a lot of money to develop all these	Art directors in the Indian film industry do not face any special challenges as appropriate infrastructure is developed to help them. All these infrastructures can be properly developed	In the case of the Indian film industry, art directors do not have a particular problem, but sometimes they do face budget issues. Without a budget, art directors cannot implement their own

	infrastructures properly, which is very challenging.	according to the budget of the film which helps the art directors.	creativity which makes them dissatisfied. However, this problem can be easily solved if there is more budget in making the film.
What are the working conditions of art directors in Indian Film Industry?	In order to work in the Indian film industry, art directors have to face a number of conditions, one of which is the budget issue. Art directors are given the condition that their creativity and work all depend on budget.	Art directors are always told to do their job well when it comes to working conditions. The film manages to entertain as well as inform, with the story of the film and the various people and activities associated with it. As a result, during the shooting of the film, there is unity among all.	Art directors are not given too much condition in their work as it may affect their creativity. However, in addition to working on the film, their salary, ability to perform their duties and other conditions are also imposed, which is a very common thing.
What are the ways in which work performances of Art Directors can be improved?	In order to improve the performance of the art director, they need to make their own decision only if they understand all	The art director can improve his performance a lot if he adheres to all the conditions of the film. Moreover, art	One of the reasons behind the success of the Indian film industry is the creativity of the art director so that needs

	the other activities of the film well. There is a lot more work to be done in a film besides art designing and in this case the art director can improve his performance if he goes with everyone.	directors need to be given more freedom so that they can handle their work better.	to be improved. Moreover, this problem can be easily solved by working together with others and talking a little about different issues.
What is the salary expectation of an art Director in India?	In the Indian film industry, art directors get their salaries well and that is justified by the work of the art director. However, occasionally budget issues have slowed down the process, but salary issues are not faced by Indian art directors.	In the case of the Indian film industry, the art director does not face many issues, but the salary that the art director gets increases his enthusiasm a lot. According to the budget and other conditions of the film, the salary of the art directors is quite good considering the way they work.	Due to the very good salary of the Indian Art Director, different people are now attracted to this industry. Sometimes the art director gets a fair share of their salary without minor problems and the amount is much better.
What are the various technical and interpersonal skill sets that are required	Learning graphic design and film editing is very important for art	Technical skill is very important for an art director as it helps him to understand all	Without technical skills, the qualifications and skills of an art

to become a successful art director?	directors in terms of technical skills. It is very important to have the same interpersonal skills and to prioritize the decisions of all. All of these factors improve the use and performance of the art director.	aspects of a film and develop strategy and plan. The most important thing is not to go ahead with interpersonal skills and respect everyone's work equally because with that the work can be done well.	director are incomplete because technology is an important part of a film. On the other hand, interpersonal skills require understanding the work of others, skills, and respect the work of others that motivate others.
In which way Art Directors are important entities in the television and film industry?	In the Indian film industry, an art director can very well present any situation to the audience, as a result, viewers become easily influenced and feel encouraged to watch it. Whether it's the film industry or advertising, art directors are good examples of their own creativity.	In the Indian film industry, art directors can be said to be a great source of creativity because creativity makes anything more interesting. Indian art directors have taken the Indian film industry to new heights by selecting people with creativity and the right skills.	The Indian Art Director fulfils his responsibilities by selecting the right people and bringing in talent from among them. Indian art directors understand very well how attractive a person can be in certain characters. Through this, the art directors perform their duties.
Which agencies are	In addition to the	In addition to the film	The advertisement

authorized to hire art directors in film industries?	Indian film industry, various advertisement companies may hire various public firm art directors. In fact, many agencies can hire Indian art directors because they can showcase their creativity in a variety of fields other than the film industry.	industry, various advertisement industries can easily hire art directors because one of the duties of an art director is to curb the influence of customers by showing different advertisements. Therefore, art directors are hired to show creativity advertisements to attract customers.	industry, a variety of public agencies, and a wide variety of agencies can hire art directors. In addition, a variety of creative work or Neupp companies can hire art directors because people like the way they write. Therefore, in addition to the film industry, art directors can perform their duties in various agencies.
What are the various ways in which Art Directors have been making strategies to counter the challenges faced?	Art directors can develop budget strategies to face a variety of challenges because the lack of budget is the most serious problem in the Indian film industry. In addition, strategies can be used by art directors to select the right talent to solve a variety of challenges.	Sponsorship is a big factor in the Indian film industry to solve any challenge or problem. The biggest problem in the Indian film industry is the budget issue and sponsorship is very important to solve it. Moreover, art directors may have used the motto	In the case of the film industry, the higher the budget for a film, the more challenges art directors face. Strategies such as developing a good team and controlling the budget can be taken to solve all these challenges or problems.

		strategy to find the best team and hire them.	
How has Covid impacted your profession especially in terms of income earnings?	In this pandemic situation, our income has been stagnant for a while but we got it on time. The film industry was closed for a few months due to this pandemic situation, but the work was still going on. Therefore, the first difficulty in getting a salary, but the next time it will be fixed.	The Indian pandemic situation had no special effect on this pandemic situation, so we got our pay properly. At first, it was a bit of a problem but after a while, the situation became very normal and we got our arrears of salary very easily.	In this pandemic situation, I was facing many problems in getting my salary. At first, the production manager was not willing to pay the salary for stopping work. Then when everything slowly got out of control they tried to cut my salary a little bit.

4.3.2 Analysis

Analysis of the comments of 1st respondent

Ashish Sahi's remarks that art directors play a very important role in the Indian film industry. Art directors have a very serious role to play in developing a film. Art Director has a huge role to play in the Indian film industry in selecting talent from film graphic designing. One of the duties of an art director is to find out what kind of people needs to be selected for a character in the film. Therefore, the real reason why the Indian film industry is gaining a very good position in the world at present is because of the skill of the art director.

Art directors can play different roles in the film industry, such as developing animation, live-action and plot, and more. However, all these things apply only when the budget of the film is

too high because if the budget is high, the art director can fulfil his responsibilities well. According to this art director, the Indian film industry faces the most budget issues. If there was a budget issue, the art director would not be able to complete his work efficiently, and at the same time, they think more than once about showing their creativity. Therefore, the budget issue is one of the biggest challenges for the Indian film industry, but it has made it possible to develop a sponsorship strategy.

According to this respondent, in addition to the Indian film industry, the art director can work in more than one agency, such as a newspaper agency, advertising agency and some public agency. The key to an art director is creativity through which an art director can easily influence his or her own people. Art directors with their creativity have the ability to make any subject very attractive so that people can easily like it. According to this respondent, the Indian Phil Industry has a lot of support from art directors so everything can be easily controlled. After all, the art director is responsible for developing the strategy for any project. Understanding each situation and developing appropriate strategies is also one of the most challenging issues for an art director.

Analysis of the comments of 2nd respondent

According to this respondent, art directors play a very important role in the Indian film industry. The Indian film industry is considered to be the largest film industry in the world and art directors have played a major role in this success. One of the major responsibilities of art directors is to develop each plot of the film and select the appropriate strategy accordingly. However, the respondent thinks that the budget is still the biggest issue for the Indian film industry, but despite this, the art directors perform their duties very well. For all these reasons, art directors have been ranked at a different height in the Indian film industry.

Art directors have many responsibilities in the Indian film industry but require more than one art director. Art directors can adapt to a variety of situations at different times, and different situations can be easily controlled. According to the information obtained from this respondent, the Indian film industry is one of the largest in the Indian film industry as the Indian art director is very well developed. However, art directors have been facing financial problems for some time but now this problem is being solved due to the improvement of loan policy in India. In

order to facilitate the loan system, Indian art directors can see their creativity very well for which the work of the film is well done.

However, some respondents feel that Indian art directors are still suffering from salary problems. This means that art directors do not get a fair income after their work, but it depends on the budget. But nowadays art directors are able to earn a lot of income and different people are encouraged to show their creativity in this industry. At present the Indian film industry has created a lot of job opportunities for Indians which is a very good thing for the Indian economy. Moreover, all these respondents feel that the importance of Indian art directorates in developing a good team in the film industry is immense.

Analysis of the comments of 3rd respondent

This respondent feels that in the case of the Indian film industry, the art director plays a very good role by giving due importance to the work of others. Multiple stakeholders are responsible for developing a film. The Art Director has a special role to play in building a good team with all these stakeholders. According to this respondent, any strategy is easily developed after the art director understands the importance of everyone on the floor. However, like many other respondents, this respondent feels that the most challenging issue for art directors is the budget issue.

In many cases, art directors have not been able to properly present their creativity to the audience for budget issues. However, it is now possible to control budget issues for sponsorship strategies and more diverse loan policies. Now that the budget issue has been brought under control, art directors can perform their duties very well. This respondent thinks that the real job of art directors is to show their creativity in front of people. It is for this creative talent that art directors can work more comfortably in more diverse agencies, such as different public agencies, newspaper agencies, and advertising agencies and many more.

During the interview, the respondent said that taking a salary for an art director job is often a bit stressful. Sometimes the project manager thinks that it is very difficult to get a salary from the project manager after work. Even in this pandemic situation, the respondent did not get his salary properly even though it was found some time ago. From this information, it is clear that these art directors often face multiple problems in earning income. However, at present, the art directors

are not facing this problem very much and the project manager is now well versed in the art director.

4.4 Summary

From this study, it can summarize that art directors play a very important role in the Indian film industry and the German film industry. From graphics animation to live-action, the art director plays an important role in all of these areas. However, the budget is a big issue for the Indian film industry and for that the art director faces multiple problems. However, this problem has been controlled a lot by developing a good team and selecting the right people.

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Chapter 5

Discussion

5.1 Overview

The study focuses on the role of art director in the Indian and German film industries. In the Indian and German fill industries, art directors face multiple challenges and multiple advantages, and their goals are the same. In the film industry, art directors do their job well, mainly focusing on their creativity. However, this study shows that the art director has multiple important responsibilities in the Indian industry. The art director faces the most budget-related issues in the Indian film industry. This chapter will discuss what strategies are being used to develop this topic. This chapter also discusses in detail the problems faced in developing this study.

5.2 Research implication

Discussing this study in detail, it is understood that the film industry is one of the most important issues for any country. This industry is said to be very important in the economic sector of any country as it helps to generate huge revenue. Many experts believe that this industry also helps in raising foreign currency for different countries (Biswal, 2018). This study shows that Indian film industry is the largest film industry in the world and it helps to collect a lot of revenue for India. Therefore, this industry is considered to be one of the most important industries and for that reason, this industry is given importance.

Various journals and articles have been used for this study where a lot of information about this study has been sought. However, the most challenging thing for the film industry was to get relevant information to transmit important information. Nevertheless, it is possible to use some important journals and articles to develop this study well. This study uses a variety of data technique processes from which many relevant data can be collected. All this data makes it possible to know very well about the Indian and German film industry which made this study a success. Therefore, this study is very important in collecting important data about the film industry.

Since no special journals or articles on this topic have been found, the primary data collection method has been selected for this topic. In the case of Primary Data Collect Process, six Art Directors have been selected who perform well in the Film Industry. Of these six art industries, three are German art directors and three are Indian art directors who shared their comments. From the information obtained from them, it can be said that the art directors in the Indian film industry are facing multiple problems, among which the budget is notable (Ye *et al.,* 2018). However, many believe that the problem has been controlled with the help of proper techniques and technology (Dash *et al.,* 2018).

This study has been focused on discussing the aspects of art films in India and Germany. Three different art filmmakers from Indian and German film industries have been chosen. Three German filmmakers are Patrick Nemes, Taiyo Kitagawa, and Christian Burtchen. Moreover, the three Indian art film directors are Ashish Sahi, Adarsh Anurag, and Tushar Madaan. These six art filmmakers were interviewed on Skype to share their views on the art films of the respected countries. They were sent 11 questions regarding the art film industry of Germany and India to answer. They have shared their views and from them an insight of the two film industries can be gained. It can be understood from the conducted interview that the art directors provide importance to their industry and wish to make it improved.

The roles of the art directors in these two industries have been known from the interviews. The art directors need to play an important role in the film industries. They are the responsible person to look over the overall management process of a film. Moreover, they are responsible for designing the overall elements of a film set. They need to make improvisations in the script to make it appropriate to be liked by the audiences. The requirement for having multiple art directors in running different genres of film industries has been evaluated (Barker, 2019). Some of the directors stated that one art director is enough for handling all the categories of films whereas, some believe there is a need for multiple art directors to handle the different film categories. The salary expectations, strategies for improvement, and other required factors can be seen to be highlighted in the study.

The implication of this research work can be observed that it can help in providing required knowledge about the film industries. The film industries of the two countries, India and Germany are considered to be analyzed. Different aspects of the film industry can be known from this

study. This can help in stating the requirement of including the various essential factors within this industry. The importance of these two film industries can be known from the study. Moreover, the knowledge about challenges that these industries face can be realized from this study. The mitigation strategies that the art directors are planning can be known from this research study. Their interviews have revealed the impact that the film industries have faced due to COVID-19. The huge losses have been encountered in this industry that needs to be recovered. The directors stated their income earnings have been reduced due to this factor.

5.3 Limitation

The biggest limitation of this study is the collection of relevant journals and articles because very few writers share their ideas about the film industry with everyone. Also, the biggest problem was collecting so much information about the filling industry from various online journals. Moreover, the journals that had a lot of information about the film industry did not have much information about the duties of an art director. Therefore, it was very difficult to find out from these articles how important an art director is for the film industry. However, special online journals have been used for further information.

Another limitation of this study is to speak through interviews with various art directors. One of the biggest problems in this pandemic situation was talking to the art manager and different people. In this pandemic situation, it was even more challenging to talk to more conservative art directors and managers.

5.4 Recommendation

Some limitations have been encountered while conducting this study and this need to be looked over properly. Focusing on these limitations some recommendations need to be suggested so that improvement in the study can be made.

● Some of the individuals from the industry would not share any wrong information about the industry. This creates bias results in the study which need to be mitigated. The information shared by different personnel needs to be reassessed by considering several other sources. Verification of the information is required so that proper results can be delivered.

● This study is primarily dependent on the interview method conducted on six art directors from Indian and German film industries. The interview was conducted through Skype. The researchers need to consider conducting the interview in a face to face environment. This helps in knowing the expressions of the respondents which help in analyzing their responses properly (Barker and Atkinson, 2019). Better insights can be achieved when having face to face interactions. Counter questions can be made in these processes which help solve several queries of the interviewer.

● Some more art directors can be considered to be included in the survey method. This would have helped in conducting a detailed analysis of the research topic. Analyzing the point of views of different art directors can provide better ideas about the industry.

● The art directors of both the industries such as Indian and Germany should consider updating their knowledge from time to time. They need to keep a strong eye on the market trend of the entertainment industry. The preferences of the audiences should be prioritized in this industry to offer them the content that they want to see. It would help the art directors to achieve many profits from the industry.

● The promotional event regarding this art film industry should be focused on more by the film industry. They need to promote the art films in several platforms to acquire a large number of audiences (Magnanelli, Raoli and Tiscini, 2017). The trailers of the movies should be made attractive so that the audiences can feel the wellness and richness of the context of the art film.

● The interpersonal skills of the art directors hold an important place. The art directors need to attend some training sessions to develop their interpersonal skills to lead the team effectively. Communication, leadership, and team management skills are necessary to become a good art director.

5.5 Future consideration

This study has been focused on the art film industries of two countries such as Germany and India. Through this study several challenges can be noticed that these industries are currently facing. This study can be progressed further by considering the different aspects that are not included in the study. A few strategies can be proposed regarding the mitigation of the challenges within the entertainment industry. Effective strategies and their expected results

should be evaluated properly. These would have helped the art film industries of these two countries to make some improvements and progress. The future studies can be conducted on the basis of the results of this research study. This study would help in having better ideas to state some relevant factors which can be helpful for the future studies.

The characteristics and type of films that the art directors of these two industries are preparing need to be analyzed. This analysis would be beneficial in conducting an evaluation of the challenges and relevant factors of the film industries. Better strategies can be provided on the basis of this analytical approach. The art directors can be interviewed in face to face situations. This would help in having better insights about the art film industries of these two countries. Proper strategies can be suggested based on the face to face interaction conducted with the art directions of the two film industries (Murphy and Williams, 2019). These strategies would come to help for the art directors as well as the whole art film industry. Verification of the information collected from the interview method should be considered by the researchers.

This study has been completed by considering primary research methods. In the future it can be suggested carrying out qualitative research on this topic. In order to conduct qualitative research some relevant journals and articles need to be reviewed. There are some online articles present in different websites which can be considered to be included in the study. Qualitative study would be of help to clear out some doubts and better insights can be gained in this respect (Brown, 2016). Details of the art film industry can be known from researching several journals and articles in this topic. The history and origin of the art film industry in these countries can help in highlighting several new ways to mitigate the present challenges. The future study should only be focused on proposing some effective strategies to the art film industry to make it improved.

5.6 Summary

From this discussion, it can summarize that collecting relevant information for this study was the biggest problem. Collecting more data about the Indian and German film industries was the most challenging. Moreover, it has not been possible to know exactly how important an art director is to the film industry. However, based on the data collected from the data collected, it can be said that the film industry is a very profitable industry. These industries are given a lot of importance

in terms of profitability. Most experts believe that art directors play a very important role in these industries.

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