



ART DIRECTORS INITIATIVE – Serving the Profession of Production Design

The Initiative

This is an ADG — Art Directors Branch — administered and funded program. It has been created for the purpose of providing mentorship, supervision, and on the job training to future Production Designers/Art Directors.

It is one of the most ambitious Initiatives administered by a Hollywood labor union. Art Direction Initiative participants may be exposed to a wide range of workplace experiences – feature films, episodic television, commercials, reality shows, music videos, live events, broadcast television, and theme parks. Through this opportunity they will become informed about the contributions of the many members of the Art Department, including production designers, art directors, set designers, model-makers, illustrators, previs, graphic, scenic, and title artists. Not limited to Hollywood’s 30-mile studio zone alone, AD Initiative participants may be invited to work wherever the ADG’s members are hired to practice their profession, either nationally or internationally.

Upon completion of the Art Directors Initiative, participants will be invited to participate in the Art Directors Initiative Exit Assessment. The Exit Assessment will provide all AD Initiative participants with an objective final assessment of their AD Initiative experience, along with valuable feedback from the participant regarding the program.

- The goal of the Art Directors Initiative is to expose participants to a full range of workplace experiences – feature films, episodic television, commercials, reality shows, music videos, live events, broadcast television, and theme parks.
- Once admitted, the participant’s name will be placed on an availability list managed by the Initiative’s staff supervisor.
- Participants must complete a minimum 130 days in total as an art department production assistant within the 365 day period, beginning with the date of their acceptance into the Initiative. An extension of time to complete may be granted upon a formal review of the needs and circumstances behind a participant’s request.
- Announcements will go out to all Guild Production Designer/Art Director members that ADG Initiative PAs are available for immediate placement. Note that placement is not guaranteed and will depend on the schedules and requirements of the Production Designer/Art Director members and the projects on which they are employed.
- ADG Initiative participants would be hired, compensated, and insured by the producers in the same manner as all of the Production Assistants of that particular production are hired, compensated, and insured.
- Participants will be supervised by the show’s Production Designer and Art Directors. These members will serve as the ADG Initiative participant’s primary mentors for their further placement and advancement during their participation in the ADG Initiative.
- Guidelines governing the assignment, supervision, and periodic assessment of the participants progress will be issued by the ADG Initiative managers to the participating Production Designer/Art Directors.
- Participants may not displace Guild members or other IATSE represented crafts. Only productions that have fully satisfied their staffing for all positions may participate in the Initiative. ADG Initiative participants may not be used as alternative low-cost employees for the creation of the essential covered work on the production.
- In general, participants are responsible for their own housing, transportation, and living expenses except where otherwise agreed to or provided for by a potential employer.



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Scope of Work, Duties and Activities

- Researcher: Search and acquire research materials as directed.
- Art Department Archivist: Manage digital database pipeline and hard copy files for research, set plans, location files, graphic files, stored set assets.
- Copyist: Reproduce all reference materials and blueprint reproduction services.
- Information Distribution: Distribute research and set drawings to all departments.
- Resource Collection: Follow-through on collection of material samples and swatches from vendors.
- Location Surveys: Assist in measuring and documenting as required.
- Observer and Auditor: Attend concept and production meetings, location and tech scouts, have access to all shooting sets and locations.

Mentored Projects: Mentored Projects are Outside the Scope of Paid Employment

- Projects should be considered homework and continuing education, and are prohibited from generating and work product for an IATSE signatory production.
- Story Analysis Skills: Practice script and concept presentation.
- Drawing & Illustration Skills (analog and digital): Practice quick sketch, drafting, and rendering.
- Model Building Skills: Practice construction techniques (analog and digital).
- Document Creation Skills: Set and decoration estimating.
- Logistics 101: People skills, resource management, art of work delegation.
- Survival Skills: Flexibility, resourcefulness, communication.
- Continuing Education: Access at subsidized or reduced rates to digital and fine arts training programs when available (Studio Arts, ADG Figure Drawing Workshop, etc.).
- Initiative participants are encouraged to attend in-person or audit online, all ADG sponsored master classes, outreach programs, and workshops when available to them.

ADG Community Service (Non-Compensated Time)

- The AD Initiative's staff supervisor will be responsible for scheduling all ADG related community service activities, and volunteer opportunities.
- AD Initiative participants are expected to participate as available in ADG programs (ADG Awards, Special Events, Film Society, ADG Archives).

If you have any questions about the application requirements, please contact the Art Directors Guild laura@adg.org