

ONE SHEET/ MOVIE POSTER

[2 posters]

This project will focus on designing, adjusting and compositing images for a movie poster with the software program Adobe Photoshop. The objective is to demonstrate a basic understanding of digital techniques through image manipulation. (concept/ideas, typography, composition, craftsmanship)

COMPUTER IMAGE MANIPULATION SKILLS

Be able to create a poster using only Adobe Photoshop. (pen and bezier curve techniques, tonal and color adjustment layers, selections and layer masks, filter effects, and more.)

GRAPHIC DESIGN CONCEPTS: Compositional principles: such as focal point, hierarchy, continuation (eye flow), unity, balance using negative and positive space. Communicate a style, purpose or message through story telling, stylistic features, and use of color, tone, and image placement.

FINAL PRODUCT

CONTENT: You (with the approval of the art director) will decide on a movie to do a poster/ one sheet. **You will create 2 posters** depicting the mood, story, and genre of a movie/ movies assigned.

The final posters should have the following:

- Images of actors, scenes or props (objects) from the movie.
- Final composite of images should be done at the highest quality.
- Name of the movie
- Date of release (or in theatres now, or on DVD)
- Billing: All the main billing information
- Logos from studio productions and other logos related to sound.
- Final layout of type must be done in InDesign or Illustrator.

SKETCHES

You will be required to do extensive sketches for each movie poster. These sketches must be by hand. They must be detailed oriented and a clear read to anyone who is looking at the sketches. You can trace from the assets, but you must create the sketches in the 11 x 17 orientation. (But of course at a smaller size.)

SIZE:

11 x 17. (Print out will be larger in size.) Full bleed
MUST be mounted on foam core, preferably black foam core.

COLOR: Full color (watch when printing out, as all colors will print darker than what you see on the screen.)

SOFTWARE: Must be created solely in Photoshop, but brought into InDesign.

RESTRICTIONS: No art filters on images (accept those used to enhance the quality of the image, like film grain). No vector style artwork.

GRADING CRITERIA

Grading is based on the following:

Note: Extra credit will be given to anyone who creates additional posters for their movie.

PROCESS

Conducted Research
Provided Sketches/Comps
Time (having things done on time)
Followed directions according to specs

DEMONSTRATION OF PROPER USE OF SKILLS

Computer techniques as
specified in the objectives

DEMONSTRATION OF EFFECTIVE DESIGN CONCEPTS

Layout and composition using
the principles of design.

Digital terms, concepts and
elements used in a vector
illustration and poster design.

POSTER HISTORY

VISUAL LITERACY

Studying other poster designs will give you a larger visual vocabulary. By deconstructing posters based on the genre of the films, you will begin to understand why things look the way they look through isolation of visual elements and techniques.

MORE EFFECTIVE

The more you know about the traditions of a field, the more you can distinguish the effective from the ineffective (good vs. bad).

STYLE AND MEANING

Understanding style will allow you to recognize cultural meanings and stereo types. You will see the relationship between trend, style and culture.

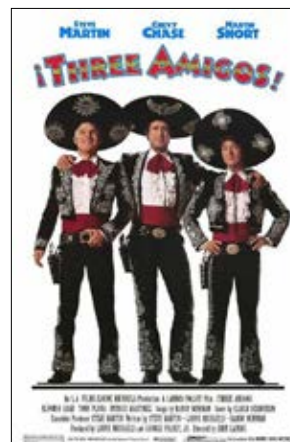
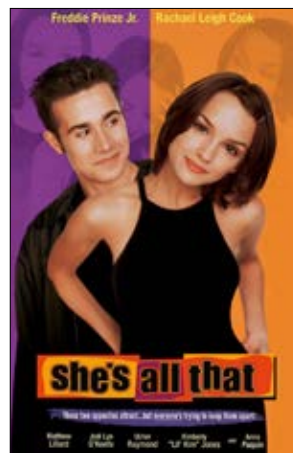
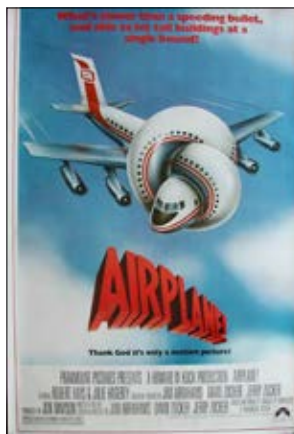
COMMUNICATE INFORMATION

Since several other designers before you have researched and developed systems and theories around design, learning about these systems and then applying them will make you a better communicator.

"OVER THE COURSE OF
SIX WEEKS, WE WILL BE
INVESTIGATING
SEVERAL ASPECTS OF
THE MOVIE
POSTER."

— DRD

COMEDY



ACTION



OLDER FILMS

LOUIS A. SOLIS

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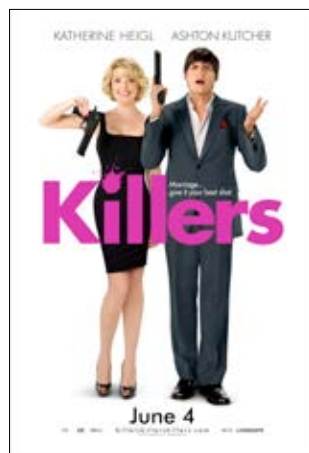
MADE TO
LOOK LIKE
AN ACTION
FILM, BUT
IT IS A
COMEDY



ENSEMBLE
OF A CAST



ROMANTIC
COMEDY,
SHOWING
TWO
PEOPLE



USING
UNIQUE
TYPE,
BOXES AND
ANGLES



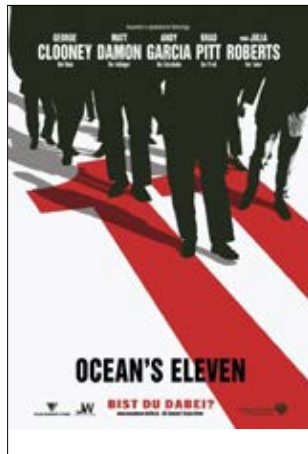
ONE FIGURE,
BACK
FRONT OR
CROPPED
TO THE SIDE



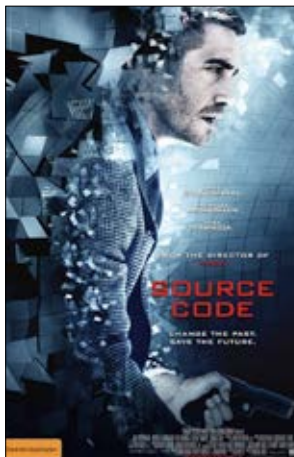
2 HEADS
SHOWING
TENSION



ENSEMBLE
OF A CAST



ACTION
HERO WITH
SOME TYPE
OF EFFECT
OR MOTION
INDICATION



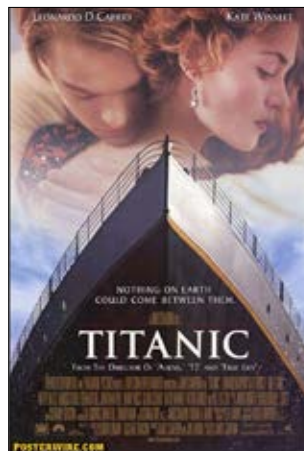
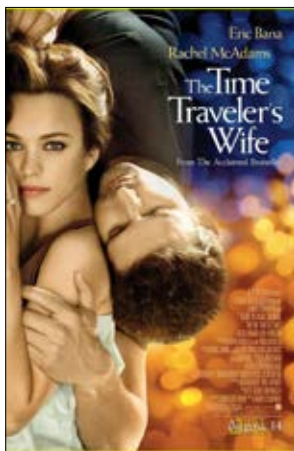
EMBRACE



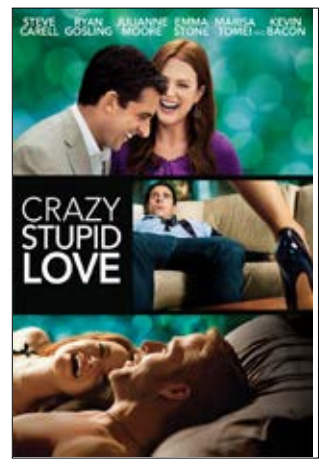
EMBRACE/
INTERACTION



HEADS IN
DIFFERENT
DIRECTIONS
SHOWING
TENSION



SECTIONING
OFF OF
IMAGES IN
BOXES OR
FRAMES.



LOUIS A. SOLIS

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ROMANCE