

## Assignment 2: Movie Poster

( advertising and product art, client and audience based concepts, market trend)

### DUE Dates

**Week 4 Due: Research and Prep and materials** work on assignment in class hand in Research and Prep power point and materials via PUB drive (**watch the movie**)

**Week 5 Due: 40%** progress on Assignment

**Week 6 Due: 70%** progress on Assignment

**Week 7 Due:** Assignment 2 due and complete at beginning of class hand in PDF file via PUB drive

### Description:

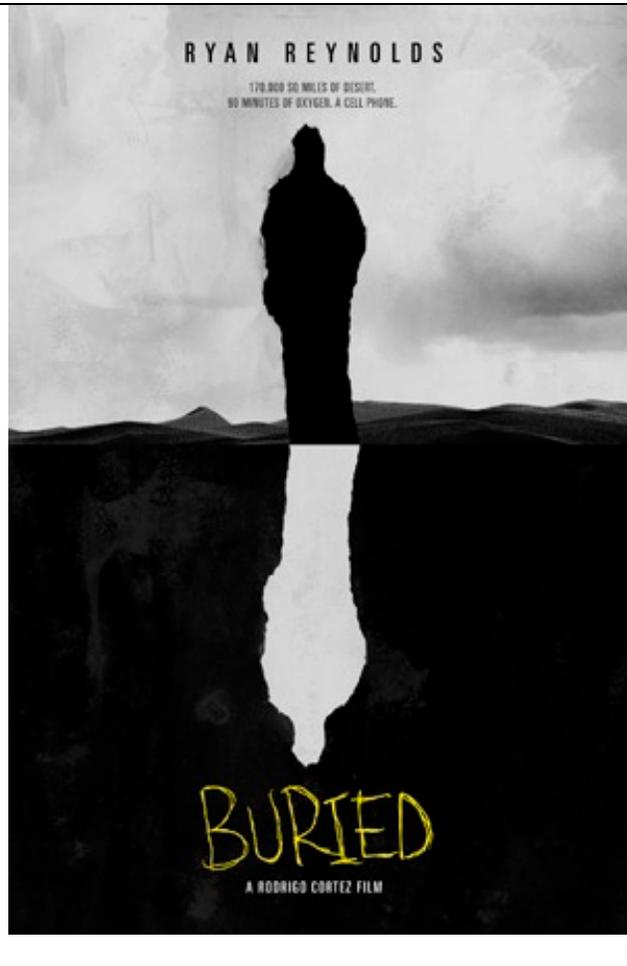
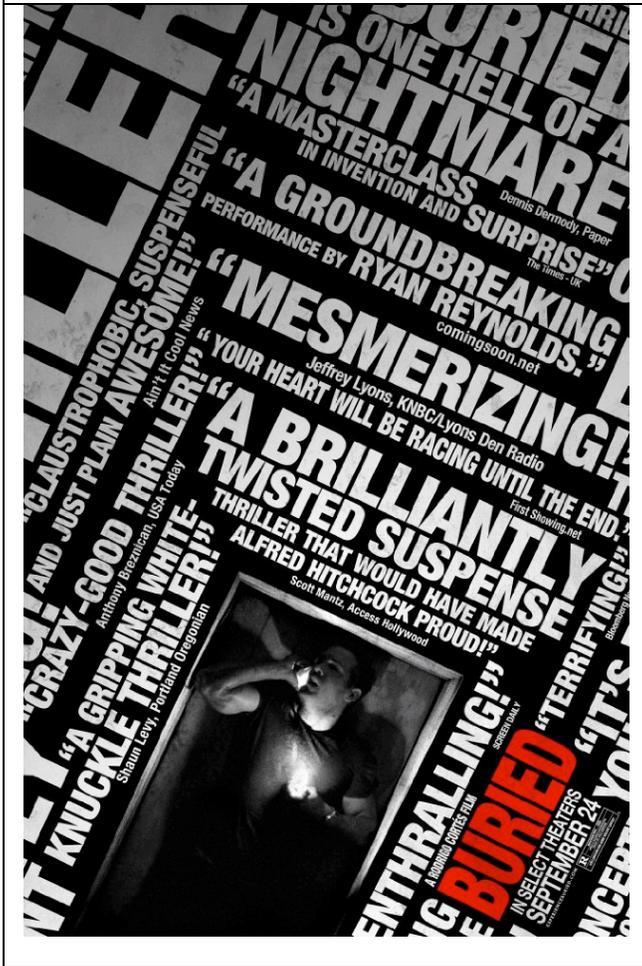
This assignment is a more complex use of the lessons learned in assignment 1. It is meant to make you think about how to illustrate a complex concept/narrative in a simple and effective way. Again you will be combining text and imagery but you must challenge yourself to rely on your imagery to create the piece and convey the ideas in the movie. Text should be an important element that should also be expressive. You want to research the ideas in the movie and also your audience. Choose a movie from the list below by title and summary. Look up promos, dvds and other art for it, these will help generate ideas and show you what has already been created so you can go in a new and original direction.

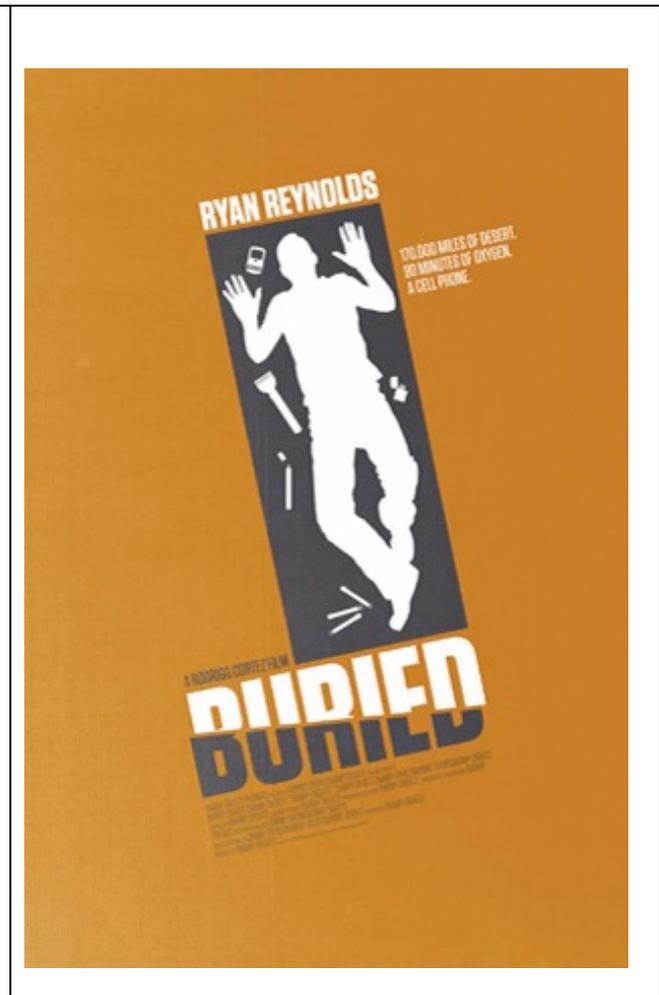
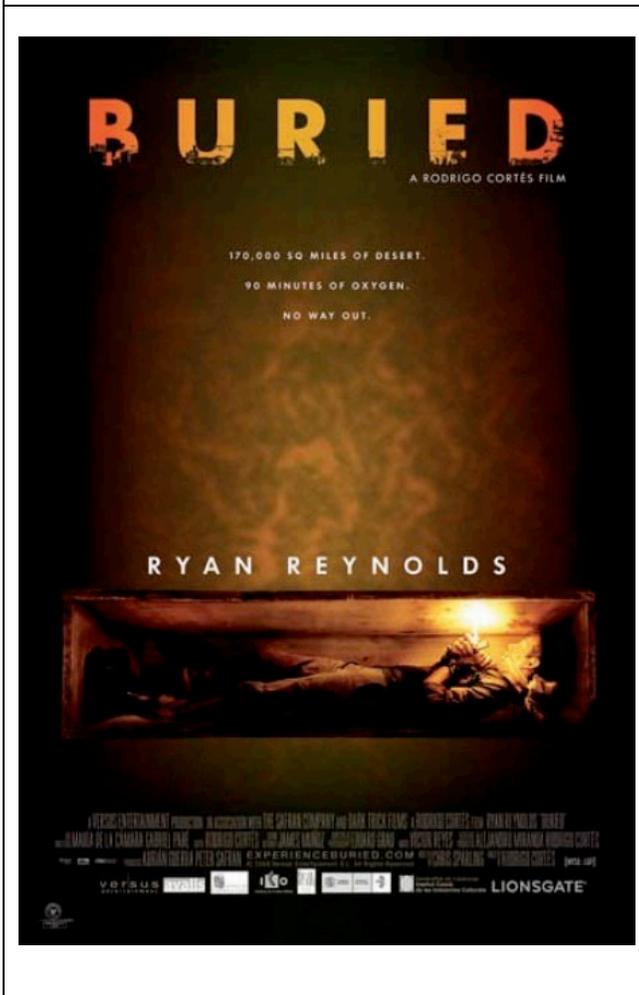
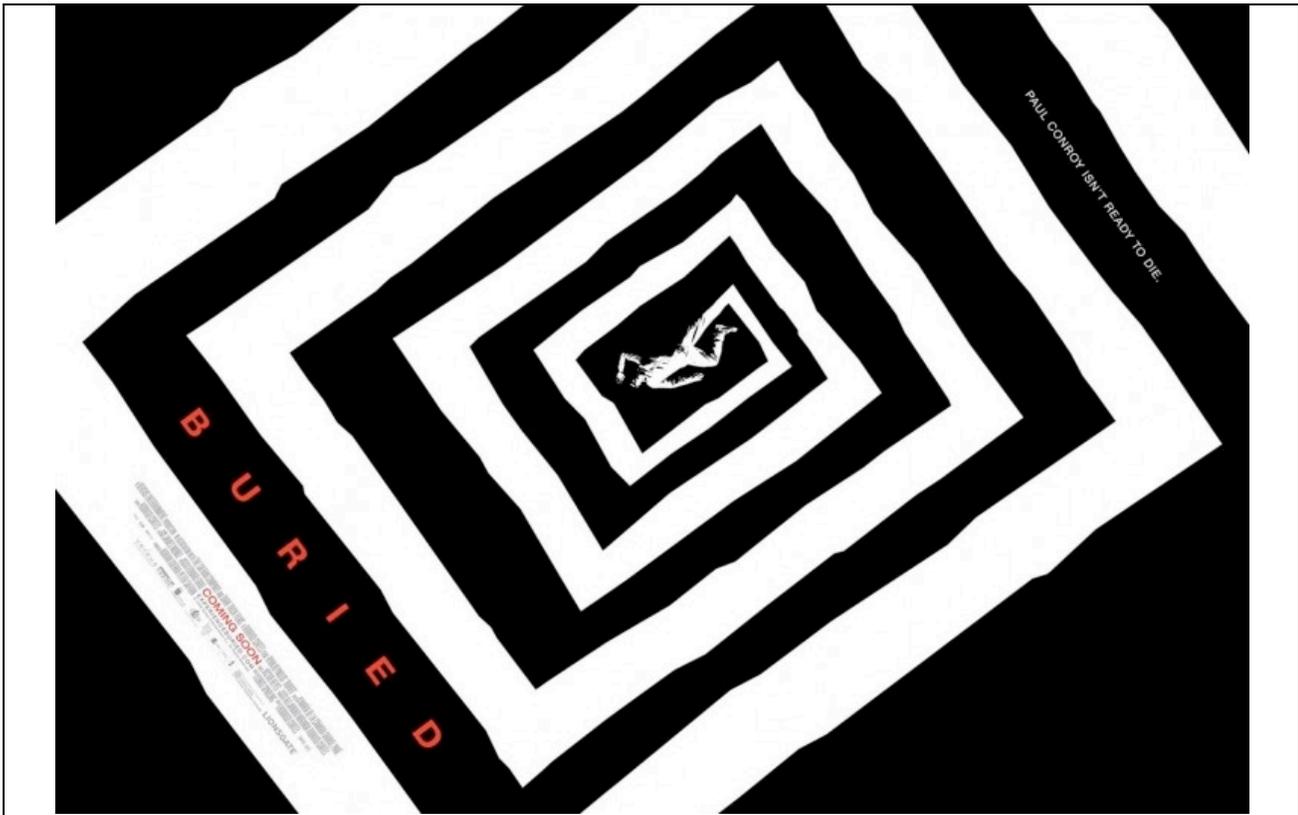
**Examples** of simple and effective book covers I find succesful:

<http://wellmedicated.com/inspiration/50-incredible-film-posters-from-poland/>



Which of these 5 posters for the movie Buried do you find to be the strongest? Which gets your attention first? Was it because of the type of graphic? Was it the type? Was it the vertical or horizontal format?





## Assignment 2: Movie Poster

**Research and Prep Requirements:** (you must have something for every bulleted (•) item) in your mind map or organized as separate slides in your power point:

**Due week 4 along with materials to work on image in class. These items must be put into an organized presentation to the entire class such as pdf, one huge mind map jpeg or a power point. The presentation must be professional as if pitching to an employer. The «Getting Inspired» and «Mind Map» sections below should all be part of your presentation, each bulleted item should be represented:**

### Getting inspiration:

- Chose your movie from the list below, add all previously made promo materials (such as posters) or DVD covers to your PowerPoint so you can create a new direction for the movie poster. You may not use other's artwork, ideas or still from movies in your poster.
- Choose 4 movie posters that inspire you, take note about what attracted you to the movie poster. Was it their use of image, style, technique, color or type? What was the ratio of type size verses image size? How many posters that attracted you used imagery? How many posters attracted you only used typography? This part is separate than your graphic journal. Put these into your powerpoint

### Mind Map:

- Write your movie name on your mind map page
- Free write in mind map form about this movie during and after watching it. How did it make you feel, what characters or scenes were you drawn to, what stood out to you as a defining aspect of the film visually? How can the movie plot be summed up in one line? These are some questions to think about. Write words, sentences, phrases, anything you think of while watching it and pondering it after it is over. Even if you have seen it watch it again. It is fine to watch with a group, what were other's thoughts as well? Anything that got you thinking visally?
- Circle your best thoughts in your mind map. These extracted concepts should represent the core or essence of the movie. You want your graphic to be powerful and not cliché. **MOVIE WATCH IT**
- **Make 10 thumbnails** of different ideas for the movie poster and choose your favorite idea and create **one detailed colored.**
- Rely on your imagery not just your type, but fonts should be an issue and should go w/ your overall concept. Choose 4 fonts as possibilities for the smaller type and Title put them in the the presentation, be sure to write their name in the font they are when you present them. Save these font names as a jpeg so they do not have to be installed to be seen on the computer screen. Don't forget you are not limited to digital fonts, hand drawn fonts are GREAT!!! Think about what would work small and what would work as a more graphic element for the title of the movie. See the font examples above for assignment 1. Your type should be integrated.

**Choose one movie from the list below to create your poster for this assignment:**

The Darwin Awards

Pretty in Pink

Saving Grace

Art School Confidential

American History X

Breakfast Club

Mean Girls

### Characteristics of good poster design:

1. Arrange the image(s) and text without a lot of "busy" clutter. SIMPLIFLY
2. Arrange the design and lettering to attract the attention of passers-by usually from a distance.

3. Consider how effective it will look next to other movie posters.
5. Use harmonious color combinations.
6. Design and text style must complement each other. Your type should convey the concepts in the movie just as the images should.

<http://www.webdesignerdepot.com/2011/02/7-elements-of-a-great-movie-poster-design/>

### **FINAL Image Requirements Due week 7:** Final Assignment due week 7 at the beginning of class

All work must be your original photographs from a digital camera or film camera (300 dpi), your original vector graphics, high quality (300 dpi) stock photography (use sparingly), scanned objects and images, your own mixed media work. **Under no circumstance are you to use imagery off the web unless it is from a high res stock photo company mentioned in class, stock imagery must accompany your own manipulations and artwork, it can not simply be used alone!** Your grade will be penalized for using low quality jpegs or digital files or Plagiarizing (to take something that somebody else has written or created and try to pass it off as yours). Every object you bring into your Photoshop document should be 300 dpi for best quality.

Fine tuning your image and removing blemishes such as left-over pieces from bad selecting, unfinished blending, bad edges, etc. Zoom into your image before you hand it in and search for flaws.

The final project must resemble the chosen color comp and research in many ways so I know it was thought out ahead of time. I must see in class progress. Creative solution to the problem that is also technically proficient

You must integrate your type and add all type elements of a movie poster such as title, slogan and CREDITS:

Movie title  
Names of main actors/actresses (a maximum of four)  
Name of the production company  
Name of the producer  
Costume Designer  
Film Editor  
Production Designer  
Director of Photography  
Executive Producer(s)  
Producer  
Screenplay  
Director  
Rating of the movie  
Dolby Stereo logo  
Release Date

Examples: <http://www.designer-daily.com/30-amazing-vintage-movie-posters-4818>

<http://wellmedicated.com/inspiration/50-incredible-film-posters-from-poland>

<http://www.smashingmagazine.com/2008/10/12/50-beautiful-movie-posters/>

**Week 7 FINAL DUE:**

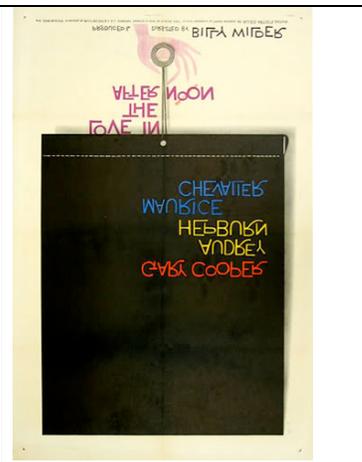
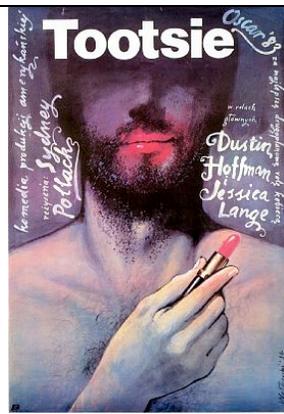
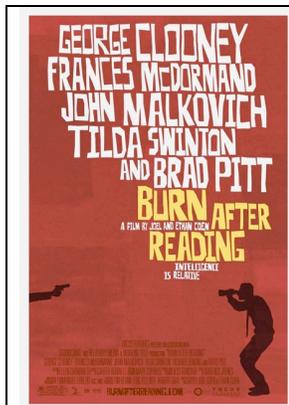
Hand in Assignment 2 via the PUB . File Naming:

Your assignment file WILL BE NAMED lastname\_first initial\_assignment # and put in proper Public Drive folder and on ecompanion. Put it in the proper assignment folder in our class PUB drive folder; please do not make a folder inside of the class folder (all lowercase, underscore insted of a space and file format)

**SIZE for file:**  
11x17, 300 dpi

**Grade Rubric Assignment 2**

|  |    |
|--|----|
| Technique (well crafted) and handed in as PDF named correctly, all movie poster aspects such as ttle, slogan and credits are correct | 20 |
| Concept is portrayed well through the use of symbolism and imagery. Good use of type, it adds to concept.                            | 30 |
| Solution is creative and original, not cliché and does not resemble previous covers or promotional materials                         | 20 |
| In Class progress, recorded weekly. Requirements for assignment followed   | 15 |
| Strength of Complete Research and Prep (Incomplete research and prep receives no points)   | 15 |



Recognize the influence this designer got from the next poster by Saul Bass?

