Project #2: Design a Movie Website

Objective:

The objective of this exercise is to examine layout, details, and hierarchy of a professional movie website. With movie content provided, students will design a website modeled after other movie websites. The other movie websites should have similar genres or a similar look. Your site design can have additional features (that are not in your poster) that enhance the interactive experience that you might not see in a single One Sheet (Movie poster).

The objective of this assignment is to learn how to design using type and image in Photoshop.

Students will examine:

Main Menu
Where is it located? What is the content? Are there submenus and how are they used? Look at the location of links, size of links, and proximity of links.

Content (text)
Where are the main headings? How are they used to communicate information? What other information is displayed under the main headings? What is the hierarchy of this information?

Content (images and graphics)
Where is the focal of the layout? What is the main image? How are the sub-images used? What type of treatment is applied with each image? Where are the logos placed? Look at all elements on the page, location, size, and proximity of the graphics and images.

Requirements

• **Pages:** Main page, and 2 other screens
• **Size:** Size is based on the screen grab and should match the pixel height and width of other sites
• **Type:** use the same type size, similar font choice, and location of type from existing sites.
• **Color:** examine color purpose and use color palettes that match the genre of your movie (hue, tone and contrast).
• **Layout:** utilize the grid system and layouts from other movie websites
• **Images:** size images accordingly; apply any treatment used in pre-existing site
• **Effects:** create the same type of effects as you see on the websites using the photoshop tools. (This is part of learning process. If you can not make this effect, please ask for help.)

Final submission:

• Submit 3 final pages created in Photoshop with layers.
• Label all layers and group corresponding content.