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 a 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.
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
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.

ROMANCE