

★ Movie Poster Project

Name _____

Graphic Design – Final Exam

Project Description

A client has requested that a full color movie poster be created for their latest movie title: **THE HEART**. This major motion picture will have two big name stars (feel free to just make them up). Their names should appear before and larger than any other actor names you choose to add.

The theme of this movie is open to your own interpretation. Anything goes (ie: horror, romantic, comedy, adventure, sci fi, etc), the goal is to convey an idea of what the movie is about and to invoke interest in the viewer. You may use whatever style as well, painting, illustration, photography, photo manipulation, etc, or combinations of all.

The following things MUST appear on the poster: Title (The Heart), 2 of the major actors names, a Tagline, Release Date, Credits (Writers, Directors, etc.), Stars, the Studio Logo, Awards/Nominations, and Rating

* Turn this paper in with each assignment for grading

Your **Movie Poster** should include:

1. Minimum of 4 Graphics (At least one picture should be an original) (All graphics taken from web must be cited and turned in with your project)
2. Movie Title and Tagline

A **tagline** is a variant of a branding slogan typically used in marketing materials and advertising. The idea behind the concept is to create a memorable phrase that will sum up the tone and premise of a brand or product (like a film), or to reinforce the audience's memory of a product. Some taglines are successful enough to warrant inclusion in popular culture, often becoming snowclones. A snowclone is a type of cliché and phrasal template originally defined as "a multi-use, customizable, instantly recognizable, time-worn, quoted or misquoted phrase or sentence that can be used in an entirely open array of different variants".

Examples of famous movie/television taglines are:

- Be afraid. Be very afraid. – The Fly
 - In space no one can hear you scream. – Alien
 - Just when you thought it was safe to go back in the water... – Jaws 2
 - A long time ago in a galaxy far, far away... – Star Wars
 - Love means never having to say you're sorry – Love Story
 - To boldly go where no man has gone before – Star Trek
3. Release Date ,Writers, Directors, Stars, Studio etc, Awards/Nominations , Rating
 4. At least 4 images and all should be blended using layer masks, color correction, filters, opacity and blending modes.

5. Typefaces should match genre

A typeface is a design for a set of characters. Popular typefaces include Times Roman, Helvetica, and Courier. The typeface represents one aspect of a font. The font also includes such characteristics as size, weight, italics, and so on.

There are two general categories of typefaces: serif and sans serif. Sans serif typefaces are composed of simple lines, whereas serif typefaces use small decorative marks to embellish characters and make them easier to read. Helvetica is a sans serif type and Times Roman is a serif type.

★ **Movie Poster Tips**

- 1) **A poster should be Aesthetic - It should get attention so the message is delivered**
- 2) **A poster should be Focused - It should focus and communicate on a single message**
- 3) **A poster should be Ordered - The sequence should be well ordered and obvious**

A large heading and a large image draw your eye into the image and there is a clear hierarchy of information.

You should also **consider other factors** of the poster design such as the film title, classification, leading cast, distributors, directors, producers etc. The best way to find out what should be on a poster is by looking at other poster designs.

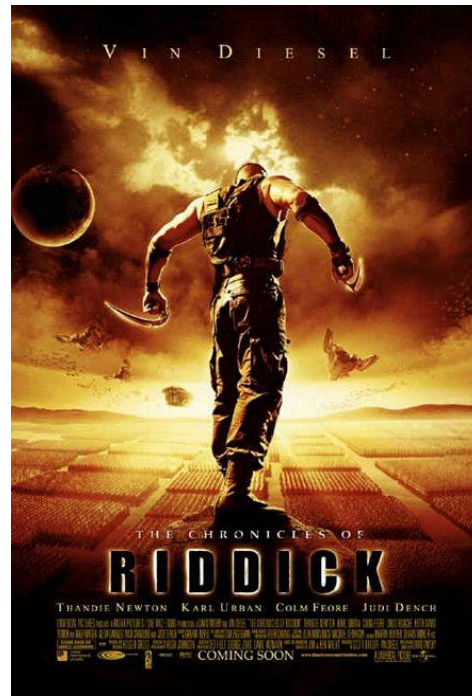
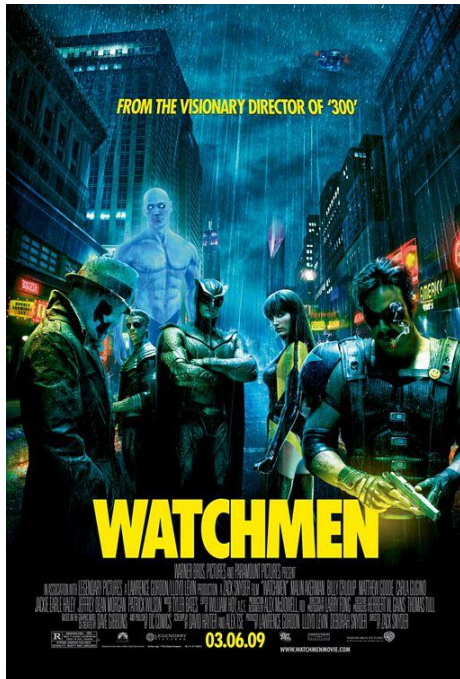
Assignment

★ **Get Inspired**

1. Study various genre movie posters, which incorporate portraits of the characters in the layout. Inspiration can come from almost in genre and decade but any distasteful subject or anything suggesting gratuitous violence should be avoided. Film noir, comedies and horror are good genre themes for this project—use your imagination!

2. Examples of good “real” posters. View more at <http://impawards.com/>. Though you are not permitted to copycat your poster, you might use one or more as your starting points for coming up with a feasible design that meets the criteria.





★ Tutorials –

I am including a list of Photoshop tutorials to help you design your poster. You may not turn in a single tutorial as your entire poster, but you may use the tutorials to create parts of your poster. You must complete one tutorial.

[create-an-intense-movie-poster-in-photoshop/](#)

[photoshop-movie-poster-tutorials/](#)

[10-photoshop-tutorials-to-create-movie-poster/](#)

[X-MEN-movie-poster](#)

[20-photoshop-tutorials-inspired-by-movie-films/](#)

[alice-in-wonderland-2010-inspired-movie-poster-tutorial/](#)

[create-a-dark-creepy-movie-poster/](#)

[cool-movie-poster-and-text-effects-photoshop-tutorials/](#)

[best-movie-effect-photo-tutorials-photoshop/](#)

[indiana-jones-tutorial](#)

[designing-a-decent-war-movie-poster](#)

[Make a box office hit with Movie Type](#)

[how-to-create-an-intense-aerial-action-movie-poster-in-photoshop/](#)

[how-to-design-a-vintage-horror-movie-poster-in-photoshop/](#)

[How-To-Create-A-Horror-Movie-Poster.html](#)

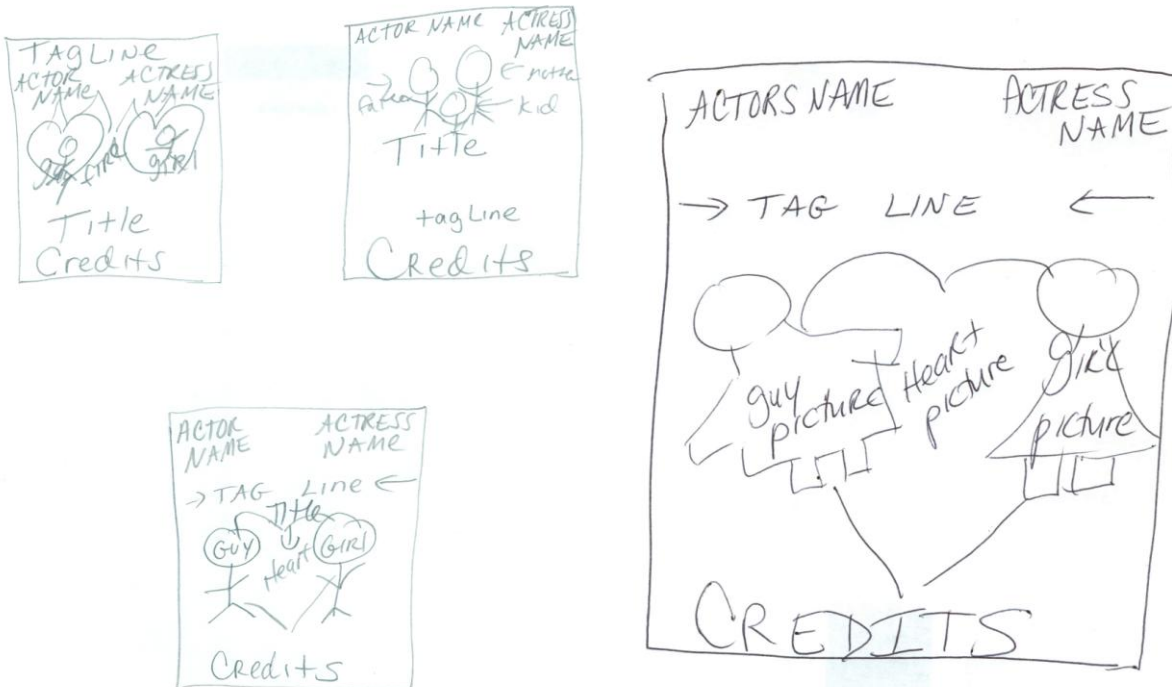
[halloween-special-zombie-movie-poster/](#)

[club movie poster advanced photoshop](#)

[15-awesome-photoshop-movie-poster-tutorials-462/](#)

★ **Movie Proposal –**

1. **Genre** – Choose a genre for your movie poster. Find an example online and save it to your folder. Identify the Genre, Title, Tag Line. Describe the poster in a paragraph using descriptive language. Print and turn in a copy of the poster you are describing.
2. **Plot Summary-** plan out the basic parts of your film before starting your design. 1 paragraph including Genre, Title, Tag Line, Plot, and Characters. List the credits for your film.
3. Draw **3 sketches** to brainstorm ideas. Choose 1 of your sketches to make into a full page **rough sketch**. I have included an example below. Also print out 2 more movie posters in your genre that you like.



You MAY NOT begin designing your poster until you have completed the Movie Proposal Section (Genre, Plot Summary, and Sketches) and I have approved your plot and your sketch.


Use the Requirement and Scoring Guide to complete the project.

You must complete the Requirement and Scoring Guide Checklist for your final exam to be graded.

Name: _____ Date: _____

★Movie Poster Project Requirements/Scoring Guide

<i>Required</i>	NOTES (please read and respond if required!)	<i>Check</i>	<i>Points</i>
Planning Poster Description	Choose a genre for your movie poster. Find an example online and save it to your folder. Identify the Genre, Title, Tag Line. Describe the poster in a paragraph using descriptive language. Print and turn in with a copy of the poster you are describing.		5
Plot Summary	Plan out the basic parts of your film before starting your design. 1 paragraph including Genre, Title, Tag Line, Plot, and Characters. List the credits and release date for your film.		5
Thumbnail Sketches	Draw 3 sketches to brainstorm ideas. Choose 1 of your sketches to make into a full page rough sketch . I have included an example below. Also print out 2 more movie posters in your genre that you like.		5
Completed Tutorial	Put your completed tutorial in the drop box. Save it as <i>yourname_tutorial.psd</i>		10
Document Set Up	Name this file <i>yourname_final_poster.psd</i> . Create a new document. Set to legal sized paper 8 1/2" x 14". Set the resolution to 72PPI.		5
At least 3 source images (may be obtained from the internet) composited into one	<i>All images</i> used must be placed in your drop box. You must include a <i>Word Document</i> with the web sites from which you got your images.		10
One (or more) images that are original (taken by you or of you) --retouch to make more glamorous or to fit movie theme	<u>List</u> what you did to the picture (adjustments): • • •		5 <i>Photo should be placed in drop box</i>
Use of re-coloring/spot coloring or adjustments in hue/saturation for better blending	<u>List</u> what you did and where: • •		5

Title text uses special effects	List what layer styles, character adjustments or other effects you used: • •		5
Use of transparency (layer opacity) or use blending modes to blend images.	Indicate what item(s) have adjusted transparency and are somewhat see-through: • •		10
Required text—"Star" in film name, production information and release date of film	<i>Use of production information (see examples online) in an appropriate, readable font</i>		10
Logo of film production company- -Quality student-created, high quality, uses only text/shapes/brushes and includes your initials or part of your name. Create logo before you create your poster! Save it as a PSD file called <i>yourname_logo.psd</i> ; when you get ready to use it, you will need to merge down or group the layers before you pull it over to the poster.	Be sure finished logo is printed on the contact sheet Example logos: http://www.brandsoftheworld.com/logo/ 		20 <i>should be on contact sheet</i>
Use of a filter in conjunction with masking for a special effect (add motion/blur, etc.) OR gradient/gradient mask	Indicate where the filter is applied and which filter is used or explain use of gradient: • •		10
Overall quality of selections --strongly encourage using masks to touch up selections! 1px feather will help with blends	N/A		10
Overall professional quality of the poster	N/A		10
Use of class time/on task	N/A		15

Score _____

Teacher Comments:

* Turn this paper in for grading on each assignment