

DIGITAL ARTS 112

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**PROJECT TWO
MOVIE POSTER****ASSIGNMENT BRIEF**

You are a graphic designer working for a large movie studio in Los Angeles. The studio is planning to release a series of films this summer targeted to a variety of audiences. The studio needs storyline ideas for these films, as well as designs for the posters used to advertise them. Our project is to come up with an original movie idea (with your choice of genre), and to design the movie poster for it.

REQUIRED POSTER CONTENT

Text **MUST** include Movie Title, Tagline, Actor Names, Release Date, and Movie website URL, and (Credits/Logo/Rating—provided by the instructor).

Min. of 4 manipulated Images (50% of images must be your own—other images must be cleared of copyright, high quality and unmanipulated).

Appropriate image masking must be used for intended result, and remain in layers.



To gain a better understanding of the project you should view the *Student Sample Works* online and *Professional Movie Poster Examples* at *Concept Arts*.

THE OBJECTIVES

To develop conceptual and content development skills.

To support the clarity of a message by integrating type and imagery into a cohesive narrative inspired by the content, Photoshop medium and movie posters industry norm.

To develop your compositional/layout skills by applying visual hierarchy principles to both imagery and typography components.

To design with consideration and respect of copyright law as it applies to commercial work, through the use of your own original imagery and some copyright-free images.

To gain knowledge of movie poster anatomy, such as margins, movie title, tagline, credits, rating, etc.

To develop technical skills in Photoshop and in photography.

PROCESS OVERVIEW

This project begins with a set of exercises to introduce bitmap graphics for photo manipulation using the current version of Adobe Photoshop. Technical instruction will be given throughout the duration of the project.

The following design process will be followed:

Project Assigned/Designer Briefing—Document/clarify your understanding of the project, asking questions for clarification, take notes.

Research and Brainstorming/Concept Development—

Review of movie posters genres: romantic comedy, sci-fi, super-hero, drama, horror, documentary, etc. for visual inspiration and synopsis examples.

Write a Movie Proposal: Title, Tag Line, Genre and Synopsis. In your synopsis, include the names of important characters, the general storyline and most importantly the plot of your movie. See *Sample Movie Proposal*.

(Project Two Continued)

3 Poster Composition Writeups: Using a separate paragraph for each, using descriptive language, discuss how you might represent your movie idea visually on your poster. Consider the characters, objects or other visuals that might make it into the movie poster and explain what they will be doing to get your movie/plot concept across.

Image Taking/Gathering—Photograph at least 30 images (people objects, textures, etc. at different perspectives based on your concept). If needed, search and get link for your allowed copyright-free, unmanipulated, good quality images (half of images): *Possible Free Image Resources*.

Digitally Drafting—Digital execution of 1 visual rendition concept.

Critique—Participation in online critique one week prior to due date. Receive and implement feedback.

Digital Refinement—Refinement based on feedback of the chosen poster composition by adding cast shadows, color correcting and cleaning up selections/maskings.

Online Submission—Present digital final, documentation and turn in all process and files.

CONCEPT CONSIDERATIONS

You will be evaluated on the originality and clarity of your concept. Conceptually, your composition should revolve around the idea of your: Genre, Title, Movie Synopsis, and the Industry Norm in general.

COMPOSITIONAL CONSIDERATIONS

Your design composition should effectively employ the use of: Interaction of Elements, Balance, Perspective, Color, Scale/Hierarchy, Unity, Emphasis, Balance, and Bleeding (as necessary).

TECHNICAL SPECIFICATIONS

You will be evaluated on your developed skill level for the tools and non-destructive processes learned in class. They include but are not limited to the following: sketching, organizing documents, organizing your file with the use of layers, naming layers, adjustment layers, blending modes, saving drafts, and multiple masking methods, *therefore layered psd file must be turned in.*

You should also account for the following considerations:

Template. *Project 2 Poster Template*

Software. Photoshop

Orientation Format. Portrait

Size. 12"x18"

Color Mode. RGB

Resolution. We will be working at 150dpi

Images. Highest quality original images (some copyright-free downloaded images ok within image limitations).

EVALUATION METHOD

See *Grade Sheet* and *Gradebook*

TRIAL DOWNLOAD

Register at Adobe. Download & Install *Photoshop CC Trial* [WAIT until instructed to do so—trials expire!!!]

TURN IN FORMAT

Turn in all homework components for this project (such as, writings, sketches, exercises, drafts, critique, etc) via in the appropriate *Laulima Assignment*, and *UH File Drop*: on its due date as indicated on the *Course Schedule*.

For the final due date of Project 2, turn in via *Laulima Assignment* and *UH File Drop*:

- The completed *Design Brief & Self Evaluation* file (Be brief but concise and be sure to clearly use design vocabulary to describe your work).
- Save your original LAYERED Photoshop (.psd) file –and– save a copy as a JPG (.jpg). Name accordingly: *YourNameProj2_final.psd* and *YourNameProj2_final.jpg*

SCHEDULED LESSONS + DUE DATES

www.ailedgarcia.com/112/#schedule