

Art 141: Movie Poster

Overview:

Design a poster for a movie of your own making. You come up with the title, the genre, theme, storyline, cast and crew. You will make the logotype for the title in Illustrator and import it into Photoshop and the illustration and credits will be done in Photoshop.

You must include:

- Logotype created in Illustrator
- A scan of an object and/or textured surface

At least one of the following:

- Scan a drawing and color in Photoshop
- Start a drawing in Illustrator and finish it in Photoshop
- Incorporate digital photos that you take yourself

**You may not use photographs from the internet.
You need to make all the elements yourself.**

Tools and techniques to be covered:

- Scanning and resolution/scaling
- Photoshop: vector and raster selection tools, saving selections, blending modes, tonal and color adjustments

Scanning Art Links:

<http://www.scannography.org/>

<http://www.silverfast.com/show/application-scanography/en.html>

Making the poster:

1. Create your logotype in Illustrator
2. Scan either an object, drawing, or texture to include in the illustration.
3. Create a blank 20x30" document at 300ppi.
 - Place your logotype from Illustrator as a smart object.
 - Import other Illustrator drawings (if desired), original photographs, and your scanned elements. Composite and edit your layers to create the final image.
 - Add a tag line and/or credits using the type tool in Photoshop.

Poster Process: Blog and Book

For this project, you will need to post the following steps on your blog and you will also be creating a "process book" with the same content in InDesign, to be presented with your finished poster.

Idea

- One paragraph or more outlining your own original idea for the movie. Include these things:
 1. A brief outline of the story or concept.
 2. Genre and target audience--is it a children's movie, a musical, science fiction (etc)? Is it live action or animation? Who would be interested in this movie? This is who your poster must appeal to.
- A title

Research

- Google movie posters to look at samples and get ideas. Post 3-5 images from your research on your blog. Credit your sources and discuss what how you are inspired by these designs.

Thumbnails

Logotype sketches:

- Make a minimum of 3 thumbnail sketches for the movie title logotype. Look at font possibilities and letter size/type combinations, use of upper and lowercase, and type modifications.

Illustration and layout sketches:

- Make a minimum of 3 thumbnail sketches for the poster design including the headline and illustration, consider the grid and page layout, scale relationships, color palette.

Thumbnail sketch links:

www.explore-drawing-and-painting.com/thumbnail-sketch.html

desktoppub.about.com/cs/basic/a/thumbnails.htm