

Movie Poster Project

Name _____

Myth of Prometheus

Project Description:

A client has requested that a full color movie poster be created for their latest movie title: *Prometheus*. 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.

The following things MUST appear on the poster: Title, 2 of the major actors names, a tagline, release date, credits (writers, directors, etc.), stars, the studio logo, awards/nominations, and rating.

Your Movie Poster should include:

1. Minimum of 1 Graphic to 3 maximum (all graphics taken from web must be original; no copy rights).

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, and rating
4. 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.

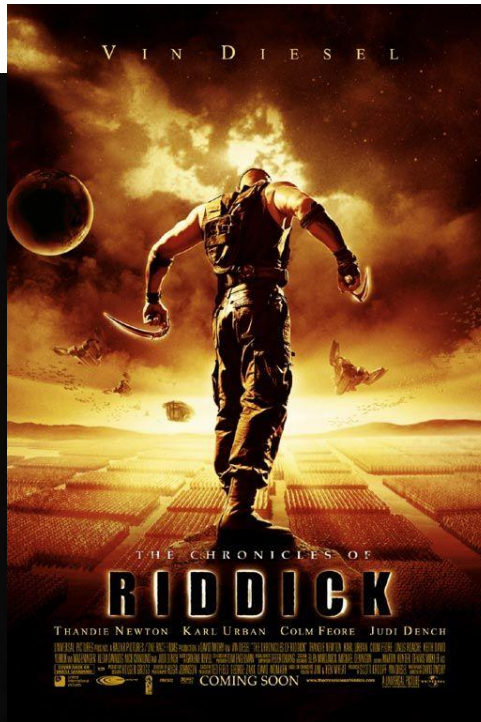
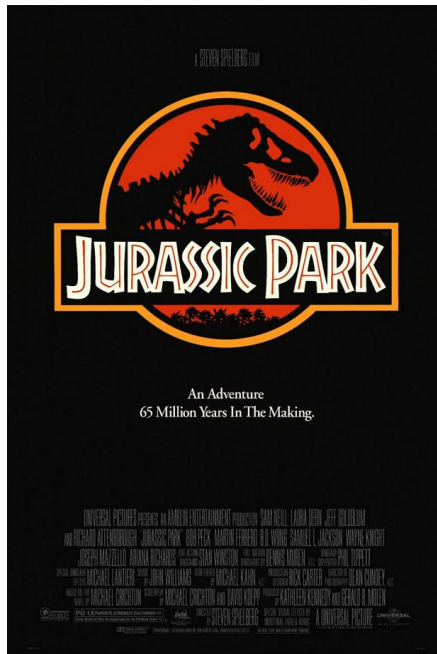
Assignment

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. All genre themes should work 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 choose alternative ways in which to complete your entire poster, and or you may use the tutorials to create parts of your poster.

Photoshop:

<http://design.tutsplus.com/tutorials/create-an-intense-movie-poster-in-photoshop--psd-4841>

<http://filmmakeriq.com/2010/04/101-photoshop-movie-poster-tutorials/>

Alternative:

<http://easymovieposter.com/Design/index.php>

<http://bighugelabs.com/poster.php>

<http://www.fakemovieposter.com/>

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.
2. **Summary**- plan out the basic parts of your film before starting your design. Including genre, title, tag line, plot, and characters. List the credits for your film.
3. Draw **2-3 sketches** to brainstorm ideas. Choose 1 of your sketches to make into a full page **rough sketch**.

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.

Name: _____ Date: _____

Movie Poster Project Requirements/Scoring Guide

<u>Required</u>	<u>NOTES (please read and respond if required!)</u>	<u>Check</u>	<u>Points</u>
Summary	Plan out the basic parts of your film before starting your design. Including Genre, Title, Tag Line, and Characters.		10
Sketches	Draw 2-3 sketches to brainstorm ideas. Choose 1 of your sketches and make a full page rough sketch.		5
Graphic(s)	Minimum of 1 Graphic to 3 maximum (all graphics taken from web must be original; no copy rights).		5
Studio Logo	Logo of film production company included (ie: Paramount Pictures).		5
Stars in film	Name, production information, release date, writers, directors, stars, studio etc., awards/nominations, and rating.		20
Class Time	Use of class time and on task		10
Presentation	Overall professional quality of the poster, submitted via email, and meeting due date.		10 _____
Teacher Comments:			/55