

TGJ3M Movie Poster Project

Within your **final photoshop folder**, create a new sub-folder called **POSTER**.

SAVE EVERY 5 MINUTES

Step 1: Create Make the visuals -20 Marks

Using your knowledge of colour theory, contrast and design, create an awesome new movie poster using Adobe Photoshop Elements 7.0.

You get to choose the movie poster to redesign. It must be a movie already made.

- Students must utilize all elements of effective poster making covered in class.
- Consider colour theory, fonts, lettering, a catchy phrase and design.
- Consider your target market (who you are selling this movie to) and apply that knowledge to the poster.
- You cannot use any photos or information from the original poster so BE CREATIVE!

Your poster should have the following dimensions:

10X14 inches

200 pixels per inch

RGB colour

transparent background

Step 2: Create the text and credit block - 10 marks

You decide the cast, director, and producer. Create and document these important people's names, along with their role in the movie. -Consider your target market (who you are selling this movie to) and apply that to the poster.

-You can not use any photos or information from the original poster -BE CREATIVE

MOVIE RELEASE DATE INFORMATION: March 5th, 2010 This is also the **DUE DATE** for this assignment.



Step 3: Saving - 10 marks

-Save as: lastname_moviester.psd. THEN save as a .jpg

When completed, upload the .jpg to your wikispace.

After you have uploaded your .jpg, burn your entire N: drive onto your DVD-RW.

KEY TERMS AND THINGS TO APPLY IN YOUR POSTER

Identifying Genre:

Cinematic genre:

In film theory, genre refers to the primary method of (commercial) film categorization. A "genre" generally refers to films that share similarities in the narrative elements from which they are constructed.

Initial Impressions

Title graphics The title graphics of a film play an important part in giving us further information about a film. The choice of font, colour (and background colour), size, shape and additional attached graphics such as the ears in Shrek are all possible indications as to the genre and target audience for the film.

Graphics are reinforced and enlarged upon by the visual images we see and by the addition of further text in the form of a tag line, credit block and critics. comments.

Image Selection (to be considered by students): setting, clothing, lighting, facial expression / body language of any characters film style ie. animation



Logo(s)

MORGAN
FREEMAN

EVA
MENDES

CUBA
GOODING JR.



ONE MISTAKE.
ONE VIRUS.
NO SURVIVORS

A JUSTIN NGUYEN FILM

DAWN OF THE DEAD

31.10.2007

UNIVERSAL PICTURES PRESENTS A LIONS GATE FILMS PRODUCTION A JOHN SINGLETON FILM MORGAN FREEMAN
'DAWN OF THE DEAD' EVA MENDES CUBA GOODING JR. EDITED BY CLIVE BARKER
DIRECTED BY JUSTIN NGUYEN PRODUCED BY SCOTT SOENS ASSOCIATE PRODUCERS MIKE HILL NIKKI LARSON PAUL BARANCO



WWW.DAWNOFTHEDEADMOVIE.COM



**Can't Be Seen
Can't Be Stopped**

**Nick Stahl
Liam Neeson
Gary Oldman
Peter O'Toole
Sam Elliot**

The Invisible Man

Based on the Novel By H. C. Wells

UNIVERSAL PICTURES presents an ICON PRODUCTIONS film "The Invisible Man" STARRING Nick Stahl Liam Neeson Gary Oldman Peter O'Toole and Sam Elliot as Colonel Ayde MUSIC BY Howard Shore VISUAL EFFECTS BY Weta Digital Ltd. WRITTEN BY William Monahan and David X. Cohen BASED ON THE NOVEL BY H.C. Wells PRODUCED BY Joel Silver DIRECTED BY Chris Jaworski



July 7, 2007

www.youcantseeme.com

