



# POSTER DESIGN: Redesign A Favorite Movie Poster

MEETS FLORIDA STANDARDS: 01.0, 02.0, 03.0, 04.0, 08.0, 09.0, 10.0, 19.0, 21.0, 23.0



## TASK Recreate a favorite movie poster.

The design challenge is to *redesign / recreate a favorite movie poster*

## WORKFLOW

1. Locate a high-quality picture of your favorite movie poster.
2. Decide how you could make the title, text or images different. Identify the elements of the poster. The artwork. The titles. The design elements. The color; The typography style.
3. Sketch 3 solid concept thumbnails for your poster in pencil. Show values. These need to be signed off by you and Mr. Juul.
  - What new or redesigned artwork or design elements will be included in the new poster?
4. Production work is completed, critiqued, refined or revised to meet the specifications below, adheres to the required format and is on time.

## OUTCOME

Students use their ingenuity and design skills to seamlessly retouch images, match fonts and type, use layout and design prowess while choosing colors and themes.

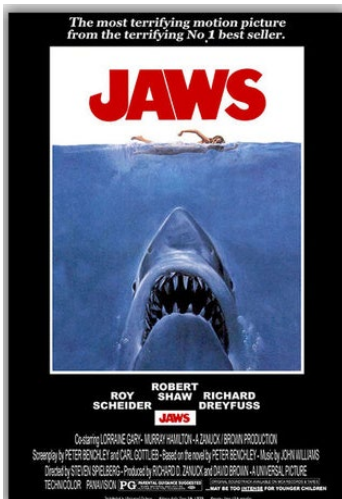
## TIPS

- Revisit the [Photoshop section](#) of our website and locate Masking techniques, extraction techniques, use of Levels, Curves, Shadows in Photoshop.
- Stay away from use of illegal drugs or alcohol and overtly sexual content.

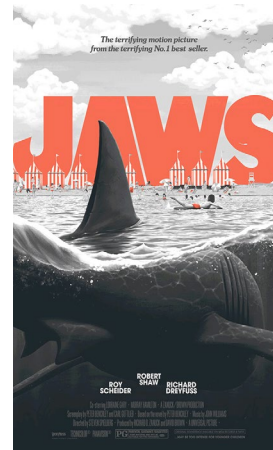
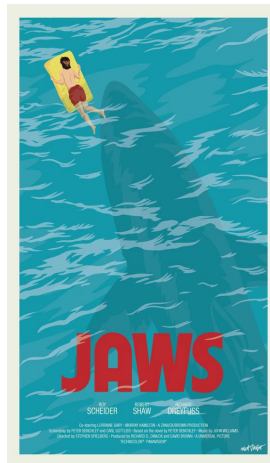
## EXAMPLES

[Anatomy of the JAWS Poster](#)

[Alternate JAWS posters](#)



The Original Poster



Alternate Designs

## YOU WILL NEED TO # 1: Pre-Production

### Gather High Resolution Pictures / Production Stills / Logos as Resources

- When Googling images, use the LARGE search option. Right click and OPEN IMAGE IN NEW TAB. Copy the largest version.

## YOU WILL NEED TO # 2: Pre-Production

### Decide on the THEME of your redesign

- What can you do to make the poster cover creepier? More fun? Include a scene or quote from the film in a new way? Adding different images? Designing with type?

## YOU WILL NEED TO # 3: Pre-Production

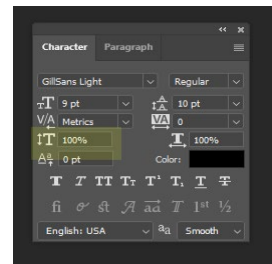
### Concept Sketch 3 Ideas For Your Poster (.50 pts)

- Create three solid, thumbnail sketches that show your movie concept clearly.
- **Once sketched, critique with Mr. Juul and Sign-Off before doing any digital work.**

## YOU WILL NEED TO # 4: Production

### Start Production On Your Poster...

- 14" tall x 8.5" wide **300 dpi** (if in Photoshop)
- This includes doing any original illustrations / digital illustrations / photography / recreating logos.
- The standard font used in movie poster credits is **UNIVERSE CONDENSED**, then vertically scaled to 120%.



## YOU WILL NEED TO # 5: Production

### Get Feedback On Your Poster Design...

- Critique your poster design in progress with Mr. Juul
- Be accepting of changes or ideas meant to make your work better

## YOU WILL NEED TO # 6: Post-Production

### When you're done...

- Save your poster as a .PNG file and upload to Focus or the class In-Box **(1.50 pts)**

## YOU WILL NEED TO # 7: Post-Production

### Print...

- Print your poster. Setup your page to print on LEGAL sized paper (8 1/2" x 14") and make sure it's in the outside end tray in the printer before printing. **(.50 pts)**
- Gather your thumbnails and final. Make sure your name is on all of them
- Paperclip them together and turn them all in at the same time.