

Movie Poster

Context - The purpose of this assignment is to bring together the skills that we have been developing in Photoshop. For example, we will be combining several different images to create a background (Feathered Collage), your poster will have Filters, Fx, and Adjustments (Beginning Skills, Demo skills and Text Fx) and finally your project will be created via the use of multiple layers (Animation Gif).

You have developed a basic set of skills using Adobe Photoshop.

NOW, it is time to be CREATIVE!!!!

Required Pieces for your Movie Poster

1. Your Movie Poster must have a background.
2. The background must be made from a **minimum** of three different sources. The pieces of the background must be altered via Fx, filters, or image adjustments.
3. Your Movie Poster must have a title.
4. Your Movie Poster must have a Strap Line (a line of type that briefly describe the movie or piques the viewer's interest in going to see the film. For example - One man's struggle to take it easy, An unconventional love story, "Comedy of the year, Very Funny", etc.
5. Your Movie Poster must have a Credit Block. All the information, names etc. are going to 100% fictitious (made up.)
Your Credit Block will give credit to your director, the studio who filmed your movie, the music producer, costume designer, the editing and effects studio, etc.
6. All the type should have an Fx, filter and/or an image adjustment applied to it. The type can also be created in Adobe Illustrator and exported into Photoshop.

TIP - See additional pages of directions for specific page requirements.

Movie Poster

Brainstorming / Graphic Organizer

Answer these questions to help you develop an idea for your movie poster.

(a) What genre is your movie? i.e. Comedy, action, horror, documentary, kids / family, animation, romance, western, drama, art film, etc.

(b) What time period is your movie set in?

(c) Where in the world is your movie set?

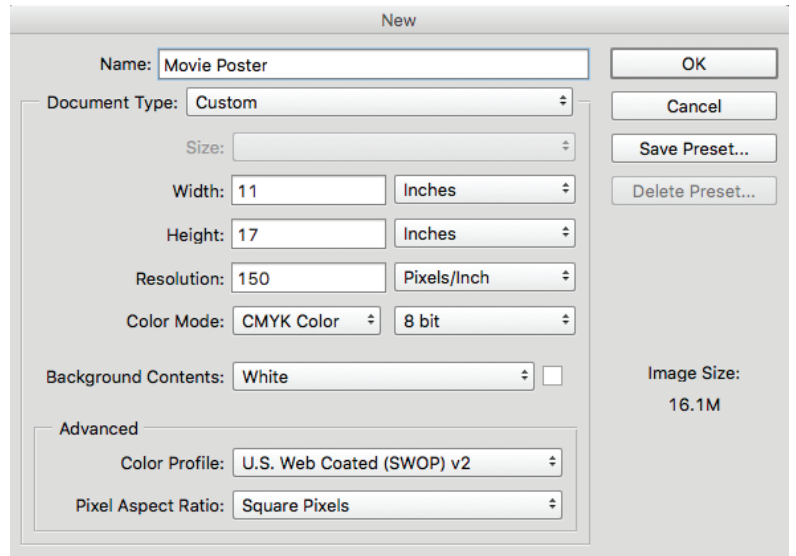
(d) What icon could be used to set the mood for your poster. For example a movie about the ocean might show a surfboard to set the mood.

(e) Are you going to show the actors faces on the poster or create a scene from the movie?

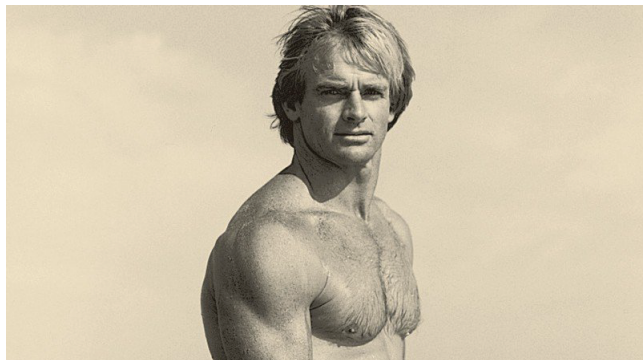
(f) What will be the main focal point in your poster. What will the emphasis be placed on? *Emphasis is created by size, color and position.*

Movie Poster

Step 1: Open a new document in Adobe Photoshop.
Make the new document
11" x 17" - Resolution 150 ppi.



Step 2: Go on line and find images that you are going to use to create the background for your movie poster. Your background must be created by collaging a minimum of three different images together.



Movie Poster

Tips and Tools that you should explore while putting together your background.

Feathered Edges while selecting



0 pixel feather



5 pixel feather

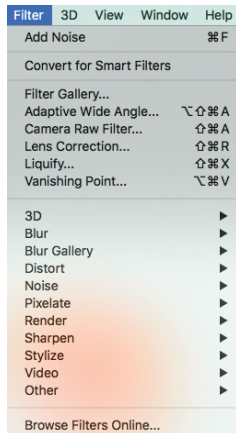
Layer a color over a texture and adjust opacity.



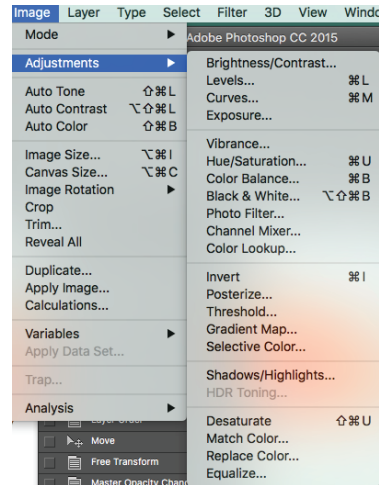
Use the eraser tool to expose Underlying elements



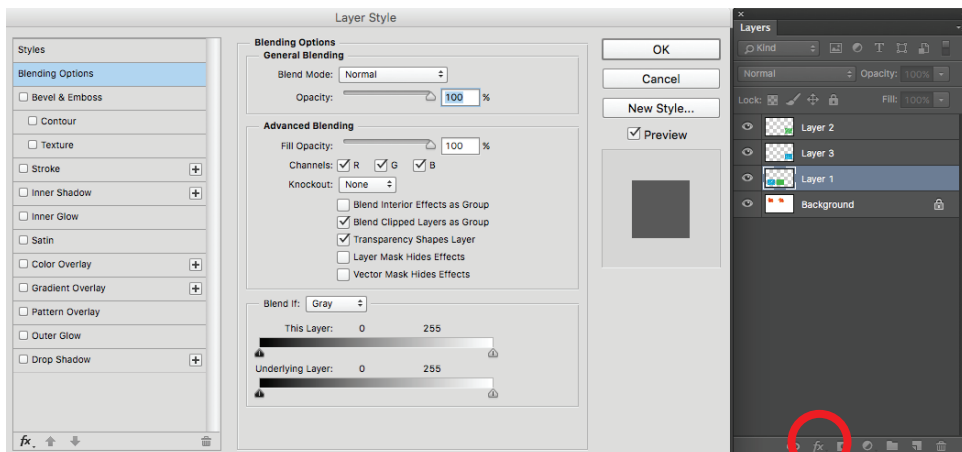
Use Filters to add interest



Use Image Adjustments to add interest



Use Fx to add interest



Click here for Fx

Minimum of three images combine to make a background.



Strap Line

Title
Credit Block

Examples of a credit Block

APERTURE PRODUCTIONS PRESENTS A FINE ARTS COLLEGE PRODUCTION IN ASSOCIATION WITH THE HAMSPTEAD FILM SCHOOL
A FILM BY HUD (HATTIE UPTON-DANCE) STARRING AMY SPINKS AND BUTCHY DAVY ALSO STARRING SHEILA DANCE
MUSIC BY YACOB ANDERSON MAKE UP AND LIGHTING BY CARA GORDON EDITING AND POST PRODUCTION BY HATTIE UPTON-DANCE
STORY BY HATTIE UPTON-DANCE CO WRITTEN BY CRAIG WHITECOMBE AND TOM WARDLE DIRECTED BY HATTIE UPTON-DANCE



Movie Poster Rubric

1 pt.	3 pts.	5 pts.
<p>The artist struggled to make a background.</p> <p>The pieces lack emphasis or a reason for their placement.</p> <p>The poster is missing some of the required elements.</p>	<p>The poster has evidence that the artist used fewer than three different images to create the background. The placement of images could be improved with more exploration.</p> <p>The poster may be missing one of the required pieces. Title, Background, Strapline, and Credit Block.</p>	<p>The poster has evidence that the artist used a minimum of three different images to create the background. The placement of images have been well thought out.</p> <p>The poster has all the required pieces. Title, Background, Strapline, and Credit Block.</p>
<p>The text does not have Fx, and is the default Myriad pro.</p>	<p>Some of the text in the poster has been altered via an Fx.</p> <p>The typeface used in the poster is LACKS the appropriate for the message.</p>	<p>All the text in the poster has been altered via an Fx.</p> <p>The typeface used in the poster is appropriate for the message.</p>
<p>The poster lack craftsmanship.</p>	<p>The artist quickly used the eraser tool to blend all the images.</p> <p>There are parts of the background that are obviously photoshoped.</p>	<p>The artist used the eraser tool with a low opacity to perfectly blend all the images.</p> <p>The artist adjusted the opacity of the layers to create the background (where necessary).</p>
<p>The concept for the poster lacks a lot of depth.</p>	<p>The concept for the poster looked like the first idea. The concept could go further.</p>	<p>The concept for the poster was well throughout and very creative.</p>
<p>The artist showed Little of effort.</p>	<p>The artist showed SOME of effort to do their best work.</p>	<p>The artist showed A LOT of effort to do their best work.</p>