

Poster Design

You are creating or redesigning a custom movie poster. Use any and all tools available to you. This can be done in InDesign, Illustrator, or Photoshop. Composition is a key part of this project; refer back to the compositional technique page you worked on earlier in the week. What technique makes the most sense for your poster design?

Project Goal:

Create a movie poster.

Project Timeline:

3-4 hours

Specifications:

- Create a movie poster that is 11x17" and 300ppi. Work in RGB color space.
- You may NOT use assets that are protected by copyright law.
- Create original artwork.
- Your poster should include a carefully edited background design.
- Your poster should include the following text, demonstrating careful **typographical design**:
 - The movie's title
 - A brief catch phrase or grabber
 - A date for when the movie will open in theaters
 - Names of the director, producer, and main actors
- Your project should include a one of the compositional techniques discussed and practiced in class.
- Your overall project should follow all the conventions of good design harmony.
- When your project is finished, save it in the following formats:
 - High Quality Print: yourlastname.pdf
 - Also always save a native file format in your server folder.

Tips for Success:

- It would be very helpful to spend some time looking at examples of real movie posters to get an idea for typical designs. While designers love to break molds, sometimes using a familiar design helps your viewers understand the message of your work more quickly and clearly.
- Hierarchy – the principle that the most important information should be visually distinguished from lesser information – is very important in any poster design. Be sure that your title is larger than all other text, and that less important information (like people's names) is smaller.
- Another design principle to consider is proximity – grouping related information together. For example, all the people's names should stay together in one spot, while the title should be somewhere else.

Evaluation:

Have you included all of the required text and elements listed in the project specifications? Have you carefully created your layers? Have you used a compositional technique that makes sense? Is your movie idea unique and creative? Is your final product visually attractive and balanced?

Scoring Rubric:

Movie Poster Scoring Rubric			Student Score
Project Specs	10 points Your project includes the required text	-2 point each Per missing required element.	
	5 points Your canvas is 11x17" at 300ppi in correct color space	2 point Your canvas is the wrong size or resolution or color space	0 points Your canvas is the wrong size and resolution and color space
Overall Project	25 points Your final product appears professional, and is carefully balanced with good contrast.	15 points Your final product demonstrates good effort, but some refinement is needed to appear professional.	10 points Your final product demonstrates a lack of effort and care in the design.
File Type	10 points: Finished design is saved as instructed	5 point: Finished design is saved but not as instructed	
Total Points Earned <i>(50 points possible)</i>			