

# ★ Movie Poster Project

Name \_\_\_\_\_

## When Self-Portraits and Photoshop Collide

### Project Description

YOU have just landed the leading role in your favorite movie (or book turning into a movie). You now have to create a full color movie poster for your movie starring: **YOU**.

Luckily, this major motion picture also cast your production team members, who will serve as any other faces/people on the new movie poster.

The leading star(s) name(s) (yours and if there is a co-start) should appear before and larger than any other actor names you choose to add.

Your movie poster must be a combination of the original movie poster and your face/body and the faces/bodies of your co-stars, and added effects designed by YOU. (Basically, you are putting YOU and your classmates into your poster and are removing the original actors from the original movie poster.) The added effects are up to you, however, the goal is to convey the original "feel" of what the movie is about and the poster must invoke interest in the viewer.

**The following things MUST appear on the poster: Title, the major actors names, a Tagline, Stars, the Studio Logo, and Rating**

All wording, images, symbols... **EVERYTHING included in the poster MUST be school appropriate!**  
**When in doubt – ASK!!!**

Your **Movie Poster** should include:

1. **Minimum of 4 Graphics/Photographs** (At least one picture should be an original! - meaning taken by YOU or has YOU in it!) (All graphics/pictures taken from web must be cited and turned in with your project)
2. **Movie Title** (original) and **Tagline** (New – Created by YOU)

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 snow clones. A snow clone 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

## EXTRA CREDIT TAGLINE:

INSTEAD of the “normal” tagline...

Get creative with the tagline and use the concept: plots explained badly...

Aside from actors, directors, scores and budgets, plots are what make movies great, but have you ever tried to explain your favorite movie to a friend? Exactly. Sometimes the plot comes out way worse than it is. Since there is more than one way to summarize a movie, try to summarize your movie - badly.

**MUST BE ABSOLUTELY ORIGINAL – THOUGHT UP AND CREATED BY YOU!!!**

(I know how to search, research, reverse search, image search... the internet... just saying)

Extra Credit Tagline must also be school appropriate – even in meaning.

### Examples:

Titanic: A lot of people take the Ice Bucket Challenge. It doesn't end well

Narnia: Kid comes out of the closet

Avatar: Cultural appropriation in space

Cinderella: Tells girl it's what's on the inside that counts... then changes her outsides.

Lord of the Rings: Group spends 9 hours returning jewelry

Nightmare on Elm Street: A wise-cracking boiler technician teaches high school students to believe in their dreams.

Little Mermaid: Half-fish, half-woman sells vocal chords to kiss a random guy

3. **Other Info:** Stars and Rating

4. **Photoshop:** All required components are seamlessly incorporated into the completed poster.

5. **Logo of Film Production Company (Studio Logo):**

-Original student-created, high quality, Studio Logo - Logo uses only text/shapes/brushes and includes student's initials or part of the student's name. **Create logo before you create your poster.**

6. **Typefaces** should match genre and original poster typefaces

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.

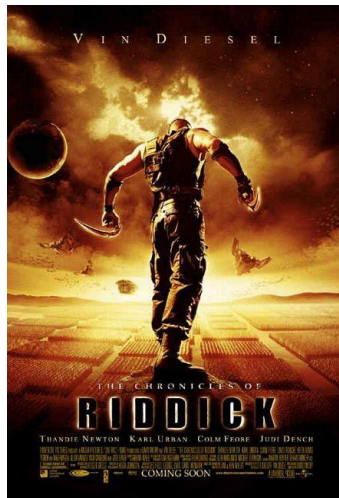
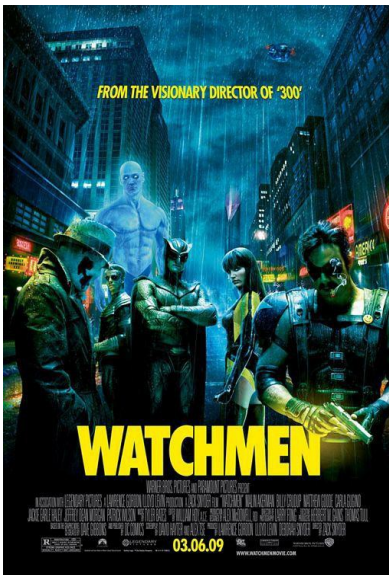
You should also **consider other factors** of the poster design such as the film title, classification, leading cast, distributors, directors, producers etc. The best way to find out what should be on a poster is by looking at other poster designs.

**Assignment**

★ **Get Inspired**

1. Study various genre movie posters, especially those that incorporate portraits of the characters in the layout. Inspiration can come from almost any genre and decade – but be warned – any distasteful subject or anything suggesting gratuitous violence or anything inappropriate for school should absolutely be avoided.

2. Examples of some good posters.  
Remember you are putting YOU (and your classmates) into your poster, you are removing the original actors from the original movie poster. All added designs must meet the criteria



## ★ Tutorials –

I am including a list of Photoshop tutorials to help you design your poster.  
**You must complete one (1) tutorial.**

[create-an-intense-movie-poster-in-photoshop/](#)

[20-photoshop-tutorials-inspired-by-movie-films/](#)

[cool-movie-poster-and-text-effects-photoshop-tutorials/](#)

[best-movie-effect-photo-tutorials-photoshop/](#)

[how-to-design-a-vintage-horror-movie-poster-in-photoshop/](#)

[How-To-Create-A-Horror-Movie-Poster.html](#)

[photoshop-movie-poster-tutorials/](#)

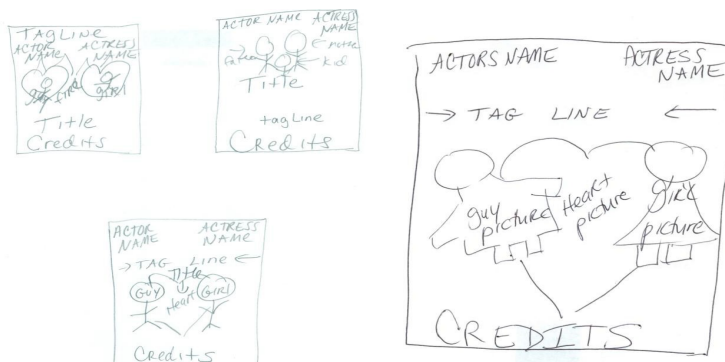
[X-MEN-movie-poster](#)

[create-a-dark-creepy-movie-poster/](#)

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## ★ Movie Proposal –

1. **Genre** – What is the genre for your movie poster? Find an example of the original movie poster or book cover art online and save it to your folder. Identify the Genre, Title, Tag Line. Describe the poster in a paragraph using descriptive language. Print and turn in a copy of the poster you are describing.
2. **Plot Summary** – Understand basic parts of your film before starting the plan for your added designs. Write 1 paragraph explain the plot- including Genre, Title, Tag Line, Plot, and Characters. List the credits for your film. From the summary – write out your ideas for taglines... highlight the one you think you are going to use in your final poster.
3. Draw **3 sketches** to brainstorm ideas of how you are going to put all of the separate components together. Choose 1 of your sketches to make into your full-page **rough sketch**. I have included an example below. Also print out 2 more movie posters in your genre that you like



**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.**

**You must complete the Requirement and Scoring Guide Checklist for your poster to be graded.**

# MOVIE POSTER PROPOSAL

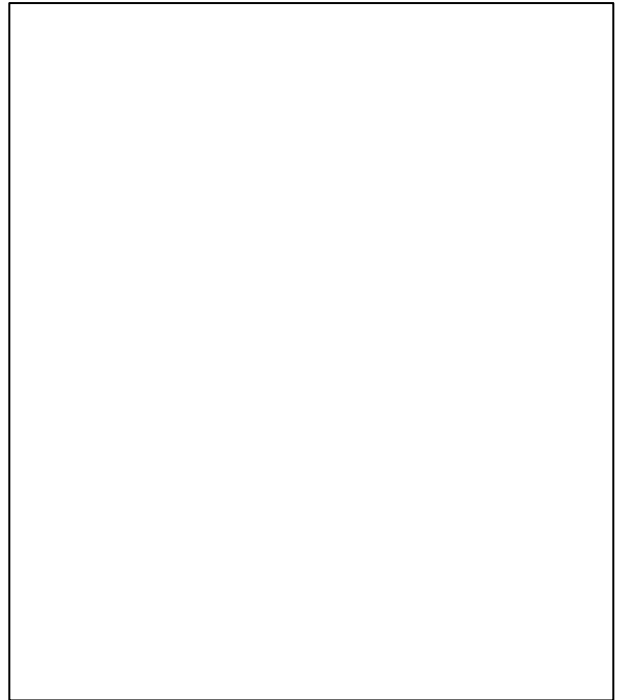
Name: \_\_\_\_\_ Class: \_\_\_\_\_

Write/Draw in your Proposal Components:

**Movie Title –**

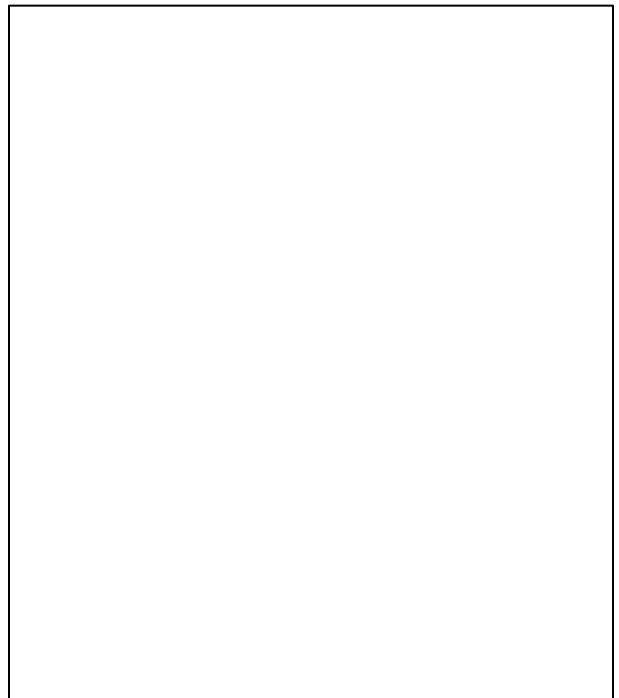
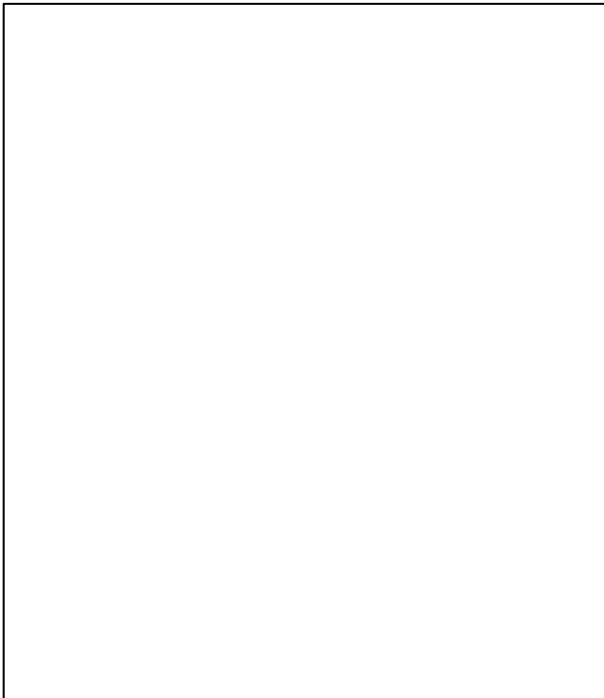
**Genre –**

**Plot Summary –**

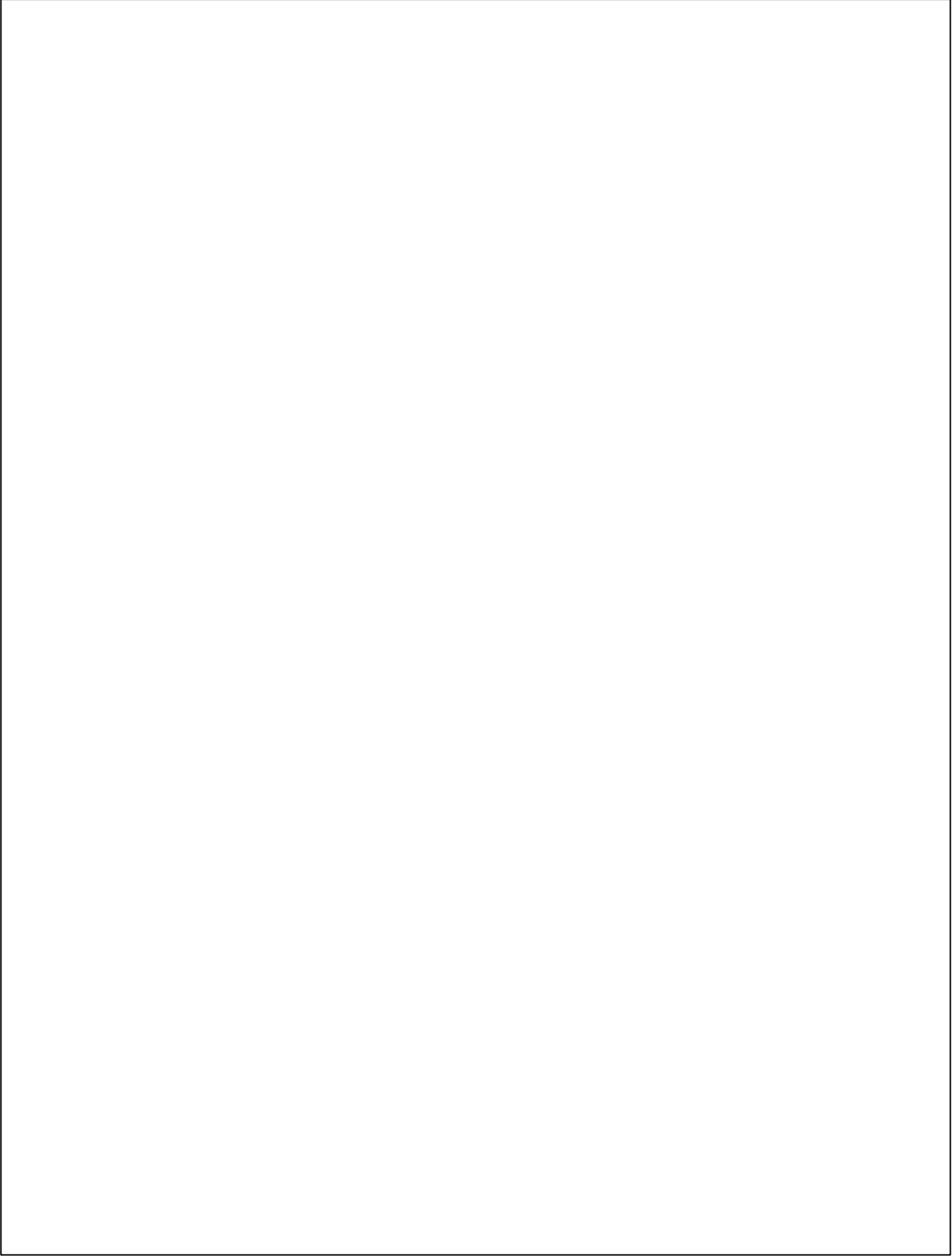


**Tagline Ideas –**

**3 sketches:**




Choose 1 of your sketches to make into your full-page **rough sketch**.



Name: \_\_\_\_\_ Class: \_\_\_\_\_

## ★ Movie Poster Project Requirements/Scoring Guide

<i>Required</i>	<b>NOTES</b> (please read and respond if required!)	<i>Check</i>	<i>Points</i>
<b>Movie Poster Proposal</b> Poster Description & Genre	Choose your movie or book. Find an example of the original movie poster or book cover art online and save it to your folder. Identify the Genre, Title, Tag Line. Describe the poster in a paragraph using descriptive language. Turn in a copy of the poster you are describing by putting it in your google drive folder.		5
<b>Movie Poster Proposal</b> Plot Proposal (Extra Credit Tagline +7)	Understand basic parts of your film. Complete the Movie Poster Proposal. Write in complete sentences. Fully explain the Genre and Plot Summary (including descriptions of characters) Write out your ideas for tagline - highlight the one you think you are going to use in your final poster.		5
<b>Movie Poster Proposal</b> Thumbnail Sketches & Poster Mock Up	Draw <b>3 sketches</b> to brainstorm ideas of how you are going to put all of the separate components together. Choose 1 of your sketches to make into your full-page <b>rough sketch</b> . Includes 2 more movie posters in your genre that you like – put the pictures of them in your google drive folder.		5
Completed Tutorial	Put your completed tutorial in your Google Classroom Drive folder. Save it as <i>yourname_class_tutorial.psd</i>		5
Document Set Up	Name this file <i>yourname_class_movie_poster.psd</i> . Create a new document. Set the resolution to <b>72PPI</b> . Set to legal sized paper <b>8 ½" x 14"</b> .		5
At least 3 source images (may be obtained from the internet) composited into one	<u>All images</u> used must be placed in your Google drive folder. You must include a <i>Word Document/Google Doc</i> with the web sites from which you got your images.		5
<b>PHOTOSHOP:</b> One (or more) images that are original (taken by you or of you) --re-touched to make fit into the movie poster as if always there	<b>PHOTOSHOP:</b> List what you did to the picture (adjustments):		5  <i>Photo should be placed in Google drive</i>
<b>PHOTOSHOP:</b> The Other 3 (or more) graphics/pictures used --re-touched to make fit into the movie poster as if always there	<b>PHOTOSHOP:</b> List what you did to the pictures (adjustments):		5

<p><b>PHOTOSHOP:</b> Title and Other Text</p>	<p><b>PHOTOSHOP:</b> List what layer styles, character adjustments or other effects you used:</p>		5
<p>Required text—<b>Title, actors names, Tagline, Stars, the Studio Logo, and Rating</b></p>	<p><i>Use of production information (see examples online) in an appropriate, readable font (Extra Credit Tagline +7)</i></p>		5
<p><b>PHOTOSHOP:</b> Studio Logo of film production company- -Quality student-created, high quality, uses only text/shapes/brushes and includes your initials or part of your name. <b>Create logo before you create your poster!</b> Save it as a PSD file called <i>yourname_class_logo.psd</i>; when you get ready to use it, you will need to merge down or group the layers before you pull it over to the poster.</p>	<p><b>PHOTOSHOP:</b> Be sure finished logo is printed out Example logos: <a href="http://www.brandsoftheworld.com/logo/">http://www.brandsoftheworld.com/logo/</a></p> 		10 <i>should be printed out and in Google Drive</i>
<p><b>PHOTOSHOP:</b> Tools and Techniques used to make the entire Movie Poster look authentic and cohesive</p>	<p><b>PHOTOSHOP: LIST</b> what (if any) item(s) have adjusted transparency; where re-coloring/spot coloring or adjustments in hue/saturation for better blending was used; where any filters are applied and which filters are used (ex: use of a filter in conjunction with masking for a special effect of adding motion/blur, etc.); explain any use of gradient/gradient mask; <b>etc.</b></p>		10
<p>Overall professional quality of the poster</p>	<p>N/A</p>		20
<p>Use of class time/on task</p>	<p>N/A</p>		10

Score \_\_\_\_\_ /100

Teacher Comments:

\* Turn this paper in for grading on each assignment