PROJECT 3: MOVIE/GIG POSTER

A movie poster is a poster used to promote and advertise a film. Studios often print several posters that vary in size and content for various domestic and international markets. They normally contain an image with text. By using the film's characters or a major plot point, designers can establish some level of plot while still gaining the attention of anyone that views the poster. The most effective movie posters are iconic, presenting the themes in the film without resorting to flat out saying what it's about.

A gig poster is a poster announcing and commemorating a live music performance. The posters may be done by screen printing or letterpress for small runs, or mass produced using offset lithography. The gig poster can be image or typography-based (usually a mix of both), should at a minimum contain the name of the artist/band and the date and venue of the performance. The designer must encapsulate not only the band's attitude and tone with the work, but also impart the feel of the album or tour that the poster is announcing.

For this project, you will create a poster for a movie or band that will inspire fans and captivate fans-to-be. If creating a poster for a movie, it should include the name of the movie, the main actors, and the director. If creating a gig poster for a band, it should include the name of the band, the venue, the city and state of the event, and the date and time of the event. You may add other text as you deem appropriate. The poster should make a person either want to see the movie or attend the concert. You will need to limit yourself to three colors for the poster. I will award extra credit to any student who screen prints their poster. The poster should feature a clear concept representative of either the plot of a movie or what the band is about. You may want to focus on a particular album if choosing to make a gig poster.

INSTRUCTIONS

1. Brainstorm about bands or movies you may want to use for your project. You may choose any band or movie for this project. Once you narrow down to a few choices for movie or band, begin brainstorming about a concept to represent the band or movie. Do not just reuse something existing. I recommend you create a pinterest board or similar mood board to gather images for inspiration and reference.

2. Once you have an idea about the direction you want to proceed, begin to create sketches of your poster. I recommend that you sketch at least four possible ideas. Determine a color palette for the project. You can use no more than three colors for the poster. Begin thinking about a font to use for the project.

3. Review your sketches with me. Decide on which sketch you would like to pursue in digital format.

4. Scan your sketch to use as reference when creating your digital file.

5. Create a new file in Adobe Illustrator. The file should have an artboard that is 18" x 24". Be sure to set up your color palette in Illustrator to make it easier for you to work. Create your illustration in digital form. If using Illustrator, I recommend that you put the type on its own separate layer.

6. When completed, print out the artboard with crop marks. Mount your project on black foam core before cutting the project out. Then, use the crop marks to cut the project and the black foam core to 18" x 24". (If screen printing the poster, you would make your screens and then print the poster. Once the poster was printed, you would mount the same as listed here.)

7. Place a label on the back as per the syllabus and a cover.

SUBMISSION GUIDELINES

Project will be presented in mounted form. The final project will be 18" x 24". It should be mounted on a 18" x 24" piece of black foam core. It will be flush mounted meaning there will be nor border. It will go to the edges. Be sure to put a label on the back with all info as specified in the syllabus and a cover to protect it. Remember that craft counts in your final grade.

Digital copies of your files should be uploaded to class shares inside a folder called Project 3. The file should be called:
    lastname_art233_project3.ai
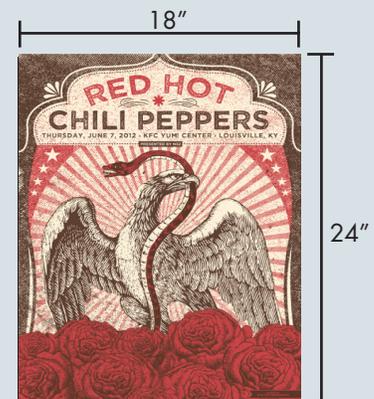
DUE DATES

Project should be submitted at the start of class on February 18. We will critique the projects in class. Please be prepared to participate in the critique and explain your work.

QUESTIONS

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Office Hours:
Monday: 5:00 - 6:30 pm
Tuesday: 6:00 - 6:30 pm
Thursday: 6:00 - 6:30 pm