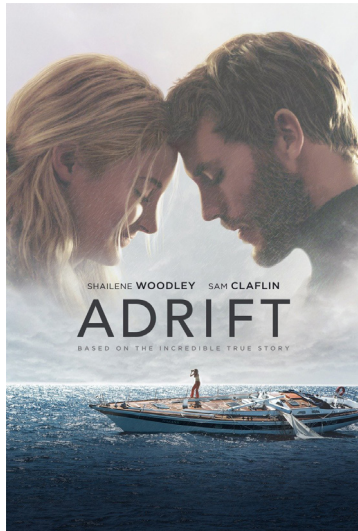
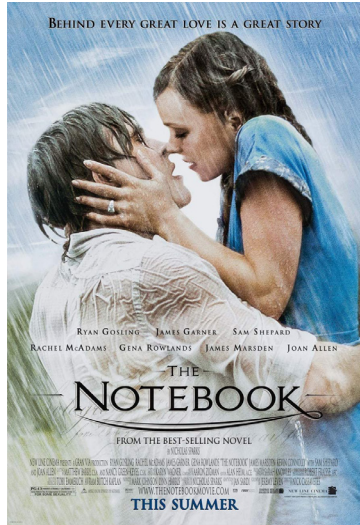


Proposal



Movie posters have been around since 1890. They have grown, adapted, and have now become similar to each other. In fact they are so similar that each genre now has a trend that they follow, so that by one look at a poster we know exactly what type of movie it will be.

Think about going through a movie theater and looking at all the different posters that are for the movies that are being shown as well as the ones that have yet to come but are already stirring up conversation. However, even if it's not obvious, print is somewhat of a dying breed and that today's society has become more interested and wants more interesting and captivating material in order to get them to look into something more. Nowadays, people don't want to be reading a lot in order to see what something is.

What if it was possible to fix this? What if we can bring back the print posters? What if we can make print posters interesting and exciting to look at again? What if I told it wasn't a bunch of what ifs and it's a very near possibility?

Solution

1950's Poster



2020's Poster



What ifs can turn into hows! In order to make print posters captivating again we need to change on how they are presented. The movie poster world is an endless supply of the same style depending on the genre of the movie. In order to change it up, we have to change the style it's done in but keeping it true to the genre.

Here's my solution. Instead of just recreating a movie poster for a movie, I'll remake it using styles from a different time period if it were being reshown today in 2020. I have decided to use the movies *The Princess Bride*, *Singin' in the Rain*, and *Ocean's 8*. Since *The Princess Bride* was released in 1987, I'm going to make the poster using the styles from 40's or 50's. With the film *Singin' in the Rain* being released in 1952, I'll make the movie poster using the style from 2020. Then with the film, *Ocean's 8*, being released in 2018, the poster will use the style from the 60's.

Artifacts

Research

I will gain information and knowledge on the styles of the chosen time periods, films and movie posters in general before starting any kind of design work on the project.

Visual Mood Boards

Putting together a mood board with the possible colors, styles, typography, and imagery from the film as inspiration will help getting the ideas flowing. I will have 3 separate mood boards so each one is specific to each movie that I am using.

First Round of Poster Sketches

Since it's never just one round of sketches in the beginning I will start with some simple sketches of a bunch of different versions of what each of the three posters will look like without using any color or color schemes.

Artifacts

Second Round of Poster Sketches - More Detailed

In the second round of poster sketches, I will narrow down the sketches to a select few. From there using the selected sketches, I will go further by adding more details and even color (but not too much) to get a better sense of the direction of where I am going within the posters.

Mockups of Posters

At this point there will be two to three versions of each poster with full color and text. This is so that I can test out different ways of creating the posters before jumping right into the final design.

Final Design Draft

After going through all the sketches and mockups, this point of the project is where I will choose a mockup to expand upon. Using the feedback from the sketches and mockups, I will start creating the final three poster designs for each of the three films.

Artifacts

Final Design

This stage of the project is the second and final round of the final design of the three movie posters. There are always different parts to fix in a project which is why the final design is never truly the final design, which is why this point of the project is where all the little details are fixed and the posters are done.

Process Book

Once all the work as been done the final step is to put it altogether into one document or in this case into a process book. This book will detail everything from the start to end of the project that is put together in a unique way.

Conclusion

Print movie posters is a dieing breed that can easily be saved in the most fascinating way. Posters are the ones that get the buzz started for a film whether we realize it or not. The only way to do so is to start now. By given the chance to combine my passion for film and design, the possibilities are endless. This opportunity can reinvent the print design industry as we know it.

For any further questions or information about this proposal you can reach me at:

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