



# POSTER DESIGN You're In The Movies!

Meets Florida Curriculum Criteria(s):01.0; 04.0; 06.0; 09.0



## TASK: Insert Yourself Into Your Favorite Movie Poster (2 pts)

### PRE-PRODUCTION:

- Find a reproduction of your favorite films actual movie poster. Make sure the resolution you look for is LARGE.
- Determine what fonts are used in titles / credits etc..  
Find something close if you can't find the exact one  
Take any necessary photos needed to insert yourself into the poster.

### PRODUCTION:

- ◆ 8.5”w x 11”h blank canvas.
- ◆ Resolution is 300 dpi.
- ◆ Use your skills to carefully work yourself into the poster. Use masking technique in Photoshop.
- ◆ Alter the credits to include your name as well. Match your fonts as exact as possible
- ◆ You may need to erase and completely retype the credits. Find movie studio logos, etc..
- ◆ Once done I will look over your work and you may be prompted to make changes
- ◆ Once suggested changes are finalized, turn in a Before and After of the original poster and yours.

### POST-PRODUCTION:

- ◆ Title it "Your Name\_Movie Poster" and upload to Focus or save into the class in box.

### OUTCOME:

This project incorporates:

- |                                     |  |
|-------------------------------------|--|
| ◆ Critical Thinking                 | ◆ Feedback & other student-based decisions |
| ◆ Full Design Process knowledge     | ◆ Measuring                                |
| ◆ Typography and Knowledge of fonts | ◆ Photoshop knowledge and skill            |
|                                     | ◆ Digital Photography                      |

### GRADING:

- ATTENTION TO DETAIL
- ORIGINALITY
- HUMOR FACTOR
- USE OF PROPER AND DETAILED MASKING
- MATCHING FONT
- RECREATION OF NECESSARY CREDITS

Match The Fonts!



## Grading Rubric – 2 points

An **A** grade will look like: 2 points

Your attention to detail is self evident. You followed the outline exactly as explained. You incorporated original thoughts and ideas. The artwork is personal, of your choice and of professional standards you set. You followed Pre-Production – Production and Post Productions instructions.

A **B** grade will look like: 1.75 points

Your attention to detail is evident in parts of your final. You followed the outline mostly as explained. You incorporated some original thoughts and ideas. Your idea and artwork is of professional standards, but has some room for revisions. Your letter may contain a few typos.

A **C** grade will look like: 1.5 points

Your attention to detail is evident in some of your final. You followed the outline mostly as explained, but are missing one or more key elements asked for. You incorporated a few original thoughts and ideas. The artwork is of minimal professional standards, has some room for improvements and revisions and should be corrected before mailing. Your letter has spelling and punctuation errors that should also be looked at before mailing.

A **D** grade will look like: 1.25 points

Your attention to detail is evident in almost no part your final. You did not follow the outline as explained, and are missing more than one key elements asked for. There is no thought given to originality. It's minimal or even too much. The artwork is not of professional standards yet and should be corrected if giving this to a client. Your letter has spelling and usage issues. Maybe does not make much sense.

An **F** grade will mean: 0 - 1 points

The project is either not turned in, incomplete and there was no attention paid to the instructions provided. There is no thought given to originality. The artwork is not of professional standards. The idea most likely should have been abandoned in favor of another approach.