Name:_____

NON - FONT TYPOGRAPHY MOVIE POSTER CRITIQUE
Please give feedback to two classmates.

1. Look at a classmates image, Please describe what you think their movie is about. Is the non-font typography portraying the proper feeling for the movie? Describe the photography, materials, compositional elements and principles, materials, font choice, and anything else they used to accomplish a successful aesthetically pleasing poster.   Movie Title: _____

2.Look at a classmates image, Please describe what you think their movie is about. Is the non-font typography portraying the proper feeling for the movie? Describe the photography, materials, compositional elements and principles, materials, font choice, and anything else they used to accomplish a successful aesthetically pleasing poster.   Movie Title: _____

Name_____

NON - FONT TYPOGRAPHY MOVIE POSTER CRITIQUE THINGS YOU SHOULD KNOW!

If you are finished with your poster…Please answer these questions.

Please fill in outline for your presentation:
- All student work will be displayed (either printed or on screens)

- You will be required to explain to the rest of the class where you got your idea from.

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- What materials you used & why.

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- What you enjoy the most about your piece. *Compositionally, aesthetically or technically.

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- What you would have done differently. *Compositionally, aesthetically or technically.

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NON - FONT TYPOGRAPHY MOVIE POSTER RUBRIC

- Did YOU create a piece of non-font typography?
- Were YOU able to successfully assemble a collection of images and text into one cohesive movie poster?
- Did YOU add all the required additional text?
- Did the poster look complete and cohesive?
- Did the image used accurately reflect the subject matter/mood of the movie chosen?

Grade ↦ Criteria ↧	Excellent (21-25 pts)	Good (16-20 pts)	Satisfactory (11-15 pts)	Poor (0-10pts)	STUDENT	TEACHER
1. Non-font Typography	The student used non-font typography for the entire movie title.	--	The student only used non-font typography for a portion of the movie title.	The student did NOT use non-font typography.		
2. Photography * Lighting, focus, angle & cropping.	The photography of the non-font typography was excellent.	The photography of the non-font typography was good.	The photography of the non-font typography somewhat hindered the content.	The photography of the non-font typography greatly hindered the content.		
3. Photo Editing *Photoshop tools used correctly.	Photo editing was done excellently and demonstrated great skill.	Photo editing was done well and demonstrated some skill.	Photo editing was done unfavorably and demonstrated some skill.	Photo editing was done very poorly and demonstrated little skill.		
4. Additional Text *Actors, producer, director etc…	All addition text was added.	Some of the additional text was added.	Less than 50% of additional text was added.	Complete addition text was not added.		
5. Concept *Your idea matched the movie	The concept for the project was very strong.	The concept for the project was good.	The concept for the project was weak.	The project showed weak-no conceptual basis.		
6. Composition Aesthetic *Incorporated elements and principles to create a aesthetically pleasing composition.	The work turned in was composed successfully, with intent. aesthetically pleasing	The work turned in was decently composed. aesthetically pleasing.	The work turned in showed some composition. Not so aesthetically pleasing.	The work turned in showed poor composition. Not aesthetically pleasing.		

ADDITIONAL COMMENTS: POSSIBLE 10 PTS EACH CATEGORY TOTAL- /150 / 150

SKETCHING!

Here are the requirements for the sketches you will be working on today.

1. Look up previous posters for your movie. What has been done before? Don't do the same thing! Be original, use your creativity.

✳Remember <u>YOUR</u> poster is a NON-FONT image of the title as the main image. That is: the title made up of some kind of physical 3D material you will construct yourself and take a photograph of.

2. Research your movie on <u>IMBD.com</u> to find out all of the text information you can about the movie.

This text MUST include:
☐ leading actors names
☐ tagline (if no tagline/slogan is already in existence, the student should create one).
☐ critiques & who critiqued
☐ director
☐ producer (of other films?)
☐ writer (if based on book)
☐ website
☐ release year
☐ anything else you would like to include

*The final layout does not have to look like this example. —— ⟶
This example is only for information placement ideas.

3. Sketch all of this info onto your poster
*"The Title" space will be where your non-font typography image will go.

NAME
SURNAME

NAME
SURNAME

NAME
SURNAME

SPECIAL GUEST
NAME SURNAME

TAGLINE

CRITIQUE
MOVIE CRITIC, PUBLICATION

CRITIQUE
MOVIE CRITIC, PUBLICATION

FROM THE DIRECTOR OF
A FILM

AND THE PRODUCERS OF
OTHER FILMS

CRITIQUE
MOVIE CRITIC, PUBLICATION

CRITIQUE
MOVIE CRITIC, PUBLICATION

LOGO FESTIVAL
(FESTIVAL AWARD)

LOGO FESTIVAL
(FESTIVAL AWARD)

THE TITLE

A FILM BY THE DIRECTOR BASED ON THE NOVEL BY THE WRITER

PRODUCERS IN ASSOCIATION WITH OTHER PRODUCERS A PRODUCTION FROM THE PRODUCERS PRESENTS "THE TITLE" ACTOR I ACTRESS I ACTOR II ACTRESS II ACTOR III ACTRESS III
CASTING CREW COSTUME DESIGNER PRODUCTION DESIGNER DIRECTOR OF PHOTOGRAPHY CO-EXECUTIVE PRODUCER
EXECUTIVE PRODUCER CO-PRODUCING CO-PRODUCERS PRODUCER SCREENPLAY WRITER DIRECTOR

PRODUCTION LOGO I PRODUCTION LOGO II SPONSOR LOGO ORGANIZATION LOGO SOUND LOGO DISTRIBUTOR LOGO

WWW.THETITLETHEMOVIE.COM

Non-Font Movie Poster Project Steps   Name:_____

Materials:

1. Sketchbook or blank paper
2. Pencil w/ eraser
3. Mac lab with Adobe Illustrator and Adobe Photoshop
4. Camera
5. Assorted materials for creating non-font typography (this is the responsibility of the student)
6. 12 x 18 Tabloid Oversize Paper

Student Procedures

1. Brainstorm to come up with existing movie ideas. Make a list.

2. Sketch and develop at LEAST 3 solid ideas and share these ideas with Mrs. White and your friends.

3. Arrange materials in the environment you've selected and take digital images of it.

4. These images will be uploaded onto the computer and then edited in Adobe Photoshop.

5. Once the image is ready, you will import it into Adobe Illustrator and add text on top of the image.. This text MUST include: leading actors names, cast, crew, rating, release year, and slogan (if no slogan is already in existence, the student should create one). The final layout does not have to look like this example. This example is only for information placement ideas.

6. Once completed, you will save a final copy of the project and print it.
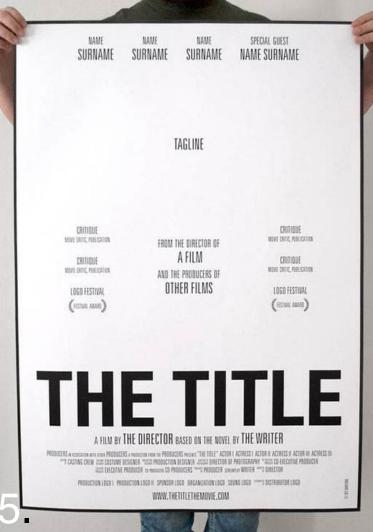
Closure/Review:

• Critique. All student work will be displayed (either printed or on screens) and students will be required to explain to the rest of the class where they got their idea from, what materials they used, what they like the most about their piece, and what they dislike.

Photoshop:

• Play with Adjustments to add effect to typography layer
*make sure typography layer is selected in layers window.
• Image > adjustments
- Levels
- Exposure
- Hue/Saturation
- Color Balance
- Photo Filters
- Invert
- Posterize

• While you are working on it save as Photoshop file.
- File
- Save as
- Photoshop

• Once you have your image the way you like it and are ready to transfer to Illustrator
- File
- save as
- Tiff
- name it yourname_movieposter_image
- save it in your folder.

Illustrator:

• Now open Illustrator
- File
- New
- yourname_movieposter_full
- 1 Artboard
- Size: Tabloid Oversize
    - Width 12 in
    - Height 18 in
- Color mode: RGB (for web presentation)

• File > Place your Tiff file.

• Use Type, Color & Font
• If you would like to live trace you can.
• Use any of the tools we have used this year.
• If you would like to use new tools just ask me and I can help you try it out.

KEEP IN MIND
☑ AESTHETIC
☑ COMPOSITION
☑ BALANCE
☑ COLOR
☑ TEXTURE
☑ ALL OTHER ELEMENTS
  & PRINCIPLES