PHOTOGRAPHY 10
Movie Poster

Goal: Produce a professionally looking Movie Poster complete with a stylized photo(s). <u>EVERYTHING</u> must be created by you! You cannot use <u>ANYTHING</u> from the Internet. No exceptions.

Steps:
1. Complete the planning phase of the project by creating a journal first and answering the questions from the Planning portion of this project outline.

2. Make up your movie poster. This must be fictitious (you are not copying someone else's poster). Think of the genre your movie belongs in and how it will attract the viewer's eye.

3. Take your poster shots. Your poster is a <u>COMPILATION of shots</u>! That means you need to take more than 1!

Planning:
Before taking the picture, download at least 3 professional movie posters and then answer these questions:

  i. Identify the different elements common to movie posters (ie: title, credits, photos)
 ii. Come up with your own movie (fictitious) and identify what you will use for each of the elements that you listed above
iii. Do you need any props? How should you pose?
 iv. Detailed background or plain background?
  v. How much blank space do you want for your text?

Shooting:

4. Shoot in "portrait" mode (up and down). Most posters have pictures of people on the front, but there are exceptions. This is a tremendously important step. Look at some samples in your category to see what type of picture is common. You can take a picture of yourself if you like.

5. Compile your images using the Movie Poster Video Playlist. Include all necessary elements and text.

6. Finalize your poster for hand in purposes.

A typical poster has numerous headings and sub-headings, often in a variety of fonts, sizes and colours. Look at your genre for guidance on:

how much text to use
how many headings
what sizes to use
how many colours to use
placement of text in relation to the picture
placement of headings above the magazine logo or not

Search for posters by doing a Google search: "movie poster gallery".

Criteria (20 marks)

The Provincial Proficiency Scale	EMERGING	DEVELOPING	PROFICIENT	EXTENDING
	The student demonstrates an initial understanding of the concepts and competencies relevant to the expected learning.	The student demonstrates a partial understanding of the concepts and competencies relevant to the expected learning.	The student demonstrates a complete understanding of the concepts and competencies relevant to the expected learning.	The student demonstrates a sophisticated understanding of the concepts and competencies relevant to the expected learning.

1. **Content/Composition - 4 marks**
   - Cover photos
   - Text Formatting and other elements
   - Overall Look

2. **Technical - 4 marks**
   - Proper portrait shooting
   - Photoshop techniques

3. **Professionalism – 4 marks**
   Professionalism is based on the attention paid to the accurate and careful presentation of the final project, your use of class time, completeness of the project and proper hand in procedures followed.
   - 1 electronically submitted movie poster
   - 3 sample movie posters - saved from the Internet (in your journal)
   - Include your raw images in a subfolder called RAW
   - Do NOT do the Photoshop workflow
   - Poster must be 24 x 36 inches in final format
   - image must be in maximum quality JPG format

   Name the folder: Movie Poster-YourName
   Name the files:
   - Poster-YourName.jpg
   - Journal-YourNamee.docx

4. **Wow! Factor – 4 marks**
   - This is all about creativity
   - Try to look at the camera angles and lighting conditions. The more that you incorporate previous techniques, then the more likely you will be challenging the level of originality.
   - Look at the project with fresh eyes. Try to be innovative with your subject matter, point of view and composition. A thoughtful and careful approach to your imagery will assist you in considering different options.

5. **Journal – 4 marks**
   - Include both the sample posters and your version in the journal.
   - Compare and contrast your version and your sample version: how did it turn out? What was the most difficult part of this project? How did you overcome it?
   - Self-Evaluation: what mark do you deserve out of 10 and why?