

# Coming Attractions

**Challenge:** Create a movie poster that depicts your future self.

## Agenda

**Session 1-** Group discussion, brainstorm and planning worksheet, poster research and references

**Session 2 -** Thumbnail/rough sketches, gather image resources, tutorial research, design pitches

**Session 3 -** Photoshop filters, masking, experimentation, studio time

**Session 4 -** Photo manipulation, class critique, studio time

**Session 5 -** Illustrator typography manipulation, font research and mock-ups, studio time

**Session 6/7 -** Color and design, class critique, studio time, session 7 is the final day to work

**Session 8 -** Movie poster premier, final class critique, reflections and assessments



## Due Dates:

Brainstorm Worksheet - April \_\_\_\_\_

Image resources complete - April \_\_\_\_\_

Text elements complete - April \_\_\_\_\_

Image manipulation complete - April \_\_\_\_\_

Completed poster, reflections & rubric - April \_\_\_\_\_

## Session 1:

Step 1 - Pair/individual research: Find a movie poster and identify the key movie poster elements.

Step 2 - Brainstorm worksheet, identify your poster genre, title, tagline, narrative.

Step 3 - Research at least four reference posters, place images on word doc, save & print for your sketchbook.

Step 4 -Open a new file in Photoshop: 8 inches x 10 inches, 300pixels/inch, RGB color.

Step 5 - Save new file as MoviePoster\_Lastname.

Example, MoviePoster\_DRAKE.psd

Step 6 - Begin sketching possible designs for your poster in your sketchbook.

\*Poster references must be school appropriate in subject matter.

Name \_\_\_\_\_ Period \_\_\_\_\_ Computer Graphics 1

### Coming Attractions

**Challenge:** Create a movie poster that depicts your future self.  
 Where do you think you will be in a year? 5 years? 10 years? 50 years?  
 What will you be doing? Where will you be? What will you look like?  
 Using yourself as inspiration, design a movie poster that depicts you in the future.  
 As an artists, your goal is to convey interest and an idea of what the movie is about.

Where do I see myself in the future?	Imagery, shapes, symbols, colors, textures associated with you in that future

Movie Genre (Comedy, drama, etc.): \_\_\_\_\_  
 Movie Title: \_\_\_\_\_  
 Movie Tagline: \_\_\_\_\_  
 Release Date: \_\_\_\_\_  
 Other Information: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Brainstorm worksheet will be assessed & is due before you can begin working on your poster.

**Brainstorm worksheet will be assessed & is due before you can begin working on your poster.**

## Session 2:

Step 1 – Complete at least 10 thumbnail sketches of your movie poster design in your sketchbooks.

Step 2 – From your thumbnails select five and create more detailed rough sketches in your sketchbooks.

Step 3 – Once sketches are completed you will have one-one design pitch sessions.

Describe your design ideas, listen to feedback.

Step 4 – Refine your ideas based on your design pitch session feedback. Complete a fine rough sketch of your movie poster design in your sketchbook.

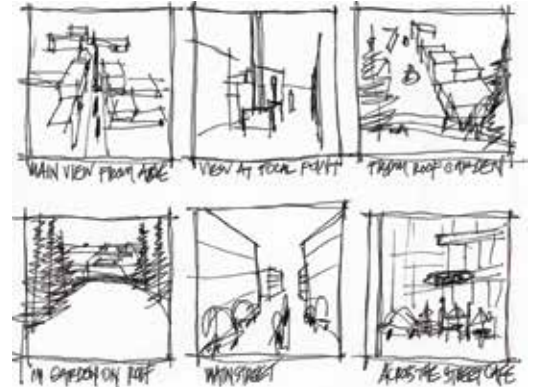
Step 5 – Start gathering image resources for your poster.

- You must incorporate an image of yourself in you final design.

- Help each other take photos and upload them to your folders.

- Any online resources must be copyright free.

Step 6 - Begin researching online tutorials for image manipulation.



## Session 3:

Step 1 – Explore and experiment with Photoshop filter techniques.

Use the image of yourself.

Step 2 – Place at least three filter technique examples on a single page and print for your sketchbook.

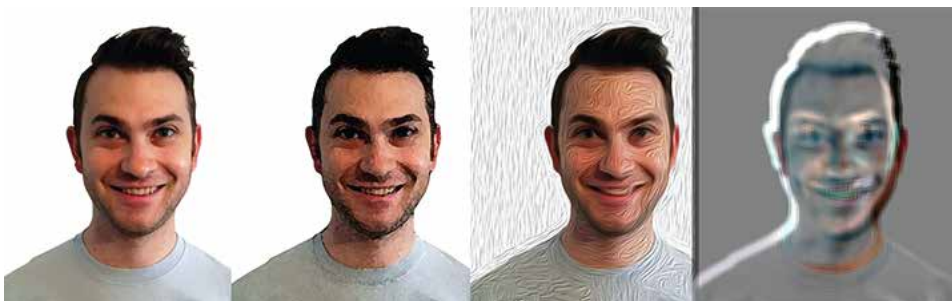
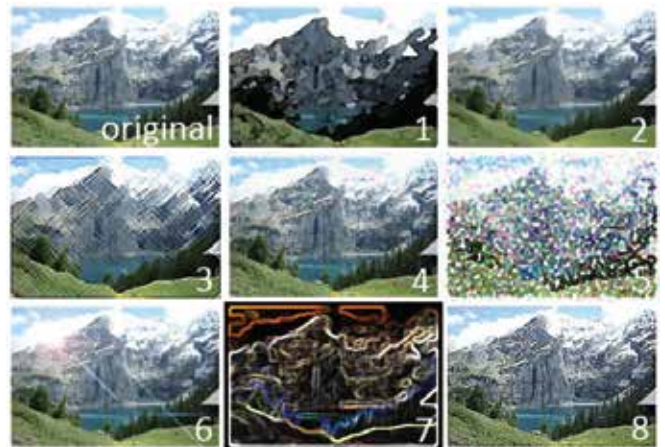
Step 3 – Image editing and Studio time.

Mask your images

Apply filter techniques

Follow image manipulation tutorials from online resources

Step 4 – 3-2-1 Exit Ticket



## Session 4:

Step 1 – PQP pair critiques with works in progress.

Step 2 – Refine ideas based on PQP critique feedback.

Step 3 – Continue to use filters and layering to alter image resources and develop movie poster composition.

## Tutorial Resource

<http://blog.spoongraphics.co.uk/>

## Session 5:

Step 1 – Research and gather possible font choices for your movie poster.

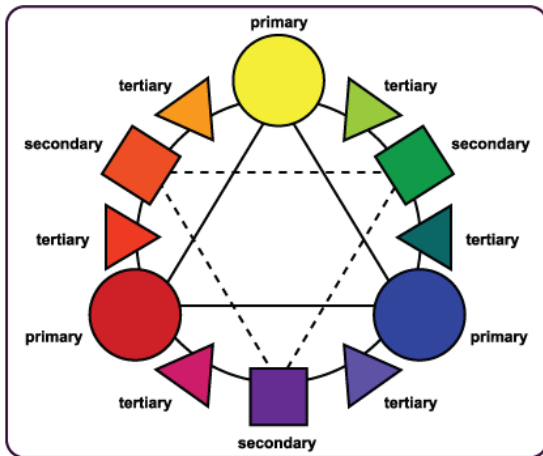
Step 2 – Print a mock-up sheet showing your movie title with different font options.

Place sheet in your sketchbook.

Step 3 – Continue to design your movie poster

Incorporate text: TITLE, TAGLINE, ACTORS ETC.

Download the Photoshop Credits template from Google Classroom



### MOVIE TAGLINES

"In space no one can hear you scream"

"Fear can hold you prisoner. Hope can set you free"

"Just when you thought it was safe to go back in the water"

"Nothing spreads like fear"

## Session 6:

Step 1 – Experiment different color options.

Step 2 – PQP pair critiques with works in progress.

Step 4 – Refine ideas based on PQP critique feedback.

Step 5 – Continue to design your movie poster

Complete all text elements

## Session 7:

FINAL STUDIO DAY

Step 1 – Complete all movie poster design requirements:

Title, tagline, credits, actors, release date,

images and graphics, including one image of yourself.

Step 2 – Refine ideas based on student and teacher feedback.

Step 3 – If completed early, check with Mr. Drake

Create a teaser poster for your movie.



## Session 8:

Step 1 - Save final poster design as a JPG and place in Google Classroom folder.

Print one color print of your poster and turn in.

Step 2 - Complete final reflection worksheets.

Step 3 - Complete self-assessment based on provided rubric.

Step 4 - Group critique.

A "Coming Attractions" Final Reflection Worksheet with various questions and lines for answers.

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Where do I see myself in the future?	Imagery, shapes, symbols, colors, textures associated with you in that future

**Movie Genre (Comedy, drama, etc.):** \_\_\_\_\_

**Moive Title:** \_\_\_\_\_

**Movie Tagline:** \_\_\_\_\_

**Release Date:** \_\_\_\_\_

**Plot Summary:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# Coming Attractions

## Project Checklist

### PLANNING:

- \_\_\_\_\_ Completed brainstorm worksheet
- \_\_\_\_\_ Poster element research
- \_\_\_\_\_ At least 4 poster references, 4 up on a word doc and printed in your sketchbook
- \_\_\_\_\_ 10 Thumbnail sketches in your sketchbook
- \_\_\_\_\_ 5 Rough sketches in your sketchbook
- \_\_\_\_\_ 1 refined final sketch in your sketchbook

Name \_\_\_\_\_ Period \_\_\_\_\_ Computer Graphics 1

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Brainstorm worksheet will be assessed & is due before you can begin working on your poster.

### IMAGE RESOURCES:

- \_\_\_\_\_ Photo of yourself to be incorporated into your final poster design
- \_\_\_\_\_ Additional images, backgrounds, props etc.

### TYPOGRAPHY PLANNING:

- \_\_\_\_\_ Printed movie title mock-up sheet with font options
- \_\_\_\_\_ Downloaded and edited Photoshop movie credit template



### FINAL MOVIE POSTER DESIGN ELEMENTS:

- \_\_\_\_\_ Movie title
- \_\_\_\_\_ Movie tagline
- \_\_\_\_\_ List of actors
- \_\_\_\_\_ Credits
- \_\_\_\_\_ Personal image
- \_\_\_\_\_ Additional images and graphics
- \_\_\_\_\_ Photoshop filter manipulation
- \_\_\_\_\_ Thoughtful fonts and colors
- \_\_\_\_\_ Optional: Logos, Rating, Awards, etc.

### REFLECTION:

- \_\_\_\_\_ Reflection worksheet
- \_\_\_\_\_ Final student/peer assessment worksheet

Name \_\_\_\_\_ Period \_\_\_\_\_ Computer Graphics 1

### Coming Attractions

#### Final Reflection Worksheet

**Challenge:** Create a movie poster that depicts your future self.  
 Please answer these following questions with complete sentences. Use proper art vocabulary.  
 What aspect of your future did you depict in your movie poster design?  
 \_\_\_\_\_  
 \_\_\_\_\_

Why did you choose to focus on this particular aspect of your future?  
 \_\_\_\_\_  
 \_\_\_\_\_

How were you able to communicate your ideas in your artwork?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

If someone was to look at your movie poster, what message would you want them to leave with after viewing it?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

How successful were you in conveying your ideas? Give examples. What would you change?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Final Reflection Worksheet will be reviewed and graded.

# Coming Attractions

## Final Reflection Worksheet

**Challenge:** Create a movie poster that depicts your future self.

*Please answer these following questions with complete sentences. Use proper art vocabulary.*

**What aspect of your future did you depict in your movie poster design?**

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**Why did you choose to focus on this particular aspect of your future?**

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**How were you able to communicate your ideas in your artwork?**

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**If someone was to look at your movie poster, what message would you want them to leave with after viewing it?**

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**How successful were you in conveying your ideas? Give examples. What would you change?**

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# Coming Attractions

## Final Student/Peer/Teacher Assessment

**Challenge:** Create a movie poster that depicts your future self.

Please evaluate your work in the following categories. Enter a score from 0-25 for each section.

PEER \_\_\_\_\_

	STUDENT	PEER	TEACHER
<b>CONTENT (25 PTS)</b> - Movie poster depicts your future self - Content is personal and meaningful - Includes at least one photo of yourself			
<b>OVERALL DESIGN (25 PTS)</b> - All poster design elements included: title, tagline, credits, actors, release date, images/graphics, etc. - Ideas are communicated clearly and effectively - Thoughtful fonts and colors used to convey ideas			
<b>TOOLS AND TECHNIQUES (25 PTS)</b> - Image manipulation/filter use. List filters used: _____ - Clean and effective masking techniques - Attention to detail - Experimentation and risk-taking.			
<b>WORK ETHIC (25 PTS)</b> - Focused and productive during class time - Completed work on time - Completed all project requirements per the project checklist			

COMMENTS \_\_\_\_\_

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