

UCSB Animators Presents Anime Origins

A Retro Double Feature Under the Stars

The Castle of Cagliostro

directed by Hayao Miyazaki

No treasure is safe from Master Thief Arsene Lupin the 3rd! Assisted by his motley crew of a gunner, a samurai, and a con woman, he's out to undercut the Cagliostro counterfeiters — until he gets distracted...

8:00

The very first feature from the legendary director of Spirited Away and My Neighbor Totoro.



Beautiful Dreamer

directed by Mamoru Oshii

The students of Tomobiki High School are exhausting themselves night after night preparing a festival that never seems to come... What's going on here?

The second feature from the director of cyberpunk classic Ghost in the Shell.

10:00

Saturday, April 31st
at Isla Vista Park
are you excited or what?

(BRING SNACKS!)

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Reflection on Document Design Project

My document advertises a double feature showing two of my favorite movies which nobody has ever heard of. It turns out that outdoor screenings are really hard to put together, so unfortunately this isn't a real event yet. I really wish it was, though — I've never seen either film with a crowd, and I think in an outdoor setting that would be a remarkable thing to be a part of.

I actually owe a lot of this flyer to Paul, who gave me a valuable critique in class the other day. The basic layout was in my rough draft: a title, two stills, accompanying copy text, and that gorgeous shot of the kids in the theater below. I thought that last touch would be a nice period to a short read. Paul pointed out, however, that the read I provided wasn't exactly short. All the important details were buried in my copy — I put a lot of work into setting tone with text, but that wasn't the aim of the project and that wouldn't catch the eye of most people walking past the flyer. Paul also pointed out that while the use of the kids was clever, it didn't have to be a period for the *words* alone. That is to say, if the body of the document felt more cohesively like it fit in the scene with the characters, then the use of those characters could be much more impactful and their aesthetics would be much more noticable.

We threw around a few ideas as to how to accomplish this. Paul proposed lassoing out characters from the frames, but I wanted to enhance the sense that we were marketing a look *into* worlds rather than participating in mascot idolatry. Drop shadows would have been a possible touch as well, or greatly increasing the size of the stills and overlapping them. In the end, I came up with the idea of bleeding the edges of the film stills out and blurring them, so as to give that sense of a widescreen picture that seems to stretch across your whole field of vision. I also blurred the top and bottom edges so as to create the illusion of a projected screen. This created a

neat “shot-reverse shot” connection to the bottom graphic. I have a background in comics, so telling a small story in sequential art is an exciting prospect to me. The choice of shots also heightens this sense of looking into space: both feature a horizon with detail receding into the background.

Overall, I’m pleased with how my flyer creates an inviting space. I will note that a few small informalities in the poster are deliberately included to add to this feeling at the risk of sounding unprofessional. Hopefully those choices will express to our audience that we’re a fun, student-run event without falling into forgettable residence hall event territory. Cheekiness notwithstanding, having the confidence and capability to make something like this in InDesign really seems to bring out my creative voice, and I’m very pleased to be able to express that here.