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Artist’s Statement

Guiding Attention

September 26, 2017

For this project I designed a poster to advertise a week-long event being held at Row House Cinema, a single-screen movie theater in Lawrenceville. This is a real event which has been created in remembrance of the influential filmmaker George Romero.

George Romero is considered the “Father of the Modern Zombie” and the event is focused around his influence on the horror film industry. To embrace that connection, I chose a font online from dafont.com (<http://www.dafont.com/zombie.font)> titled Zombie that evokes the feeling and emotion of horror movies and zombies. It was listed as “100% free” on the site and I clicked on the link to the designers site to try to discover more copyright information but was unable to, so I hopefully am safe in assuming that this is available as fair use. It was my fist time downloading and using a new font so I had to determine the proper file to save it in on my computer so that it was available to me in GIMP. For the photos in my project, I pulled them from Wikipedia Commons where they are available as fair use. I scaled them in my final visual to adjust their size relative to the overall composition of my image.

I developed my overall visual to align with the branding that Row House Cinema already has established, with the genre of horror films, and for the specific audiences that enjoy horror films and attend Row House Cinema. Using some of the branding and imagery from Row House Cinema made my work a bit easier to begin visualizing because I had some stylized components to begin with that I did not need to completely imagine on my own. I did enjoy, however, being able to use these elements and arrange them as I saw it in order to effectively convey my message and reach my targeted audience.

To get the specific branding elements, I pulled from a variety of sources that were available to me through the company’s Dropbox account. These elements include the body font Verlag, the Row House Cinema logo, and the black banners along the top and the bottom of the image. The black bars give the image the appearance of a movie ticket and were cut and copied from an archived poster in the Dropbox. I slightly struggled navigating them into my new composition, and in the end, know that I did not accomplish it in the most efficient manner; I used the Scissors Select tool and traced around the images separately instead of using color select. My issue with color select was that once I selected the area, I had difficulty determining how to copy it so that I could paste it in my new composition. Regardless, once I got them in my composition, I scaled them to size, layered them behind the text, and combined and locked them in a layer folder. Rearranging and combining layers into folders are two new features that I learned to do during this project.

For the overall organization, I featured the headings on the black banners along the top, changing both to a near-white color to create more contrast – as was suggested by the class during my critique. Other elements that I used for contrast had to do mostly with the fonts. I wanted to keep the overall image fairly simple in terms of colors and layout because I had a great deal of information that I wanted to get across, so I utilized just three colors throughout the work – red, white, and black. (I learned here that each color has a specific combination of numbers and letters that distinguish it from all the others, so I learned to copy and paste the specific combinations to ensure that my colors were exactly the same throughout my composition.) The single image of George Romero on the back of the poster is still in color, however, because I liked the contrast of that to the simple black, white, and red and felt that it honors his life and memory better than if he were in black in white.

I also utilized different font sizes to draw focus to certain words and areas over others and learned yet another new feature when adjusting the font sizes that you can size the font based on pixels, point size, and many other criteria. I then had to go throughout my entire project to ensure the fonts were being scaled by point size instead of to be more uniform and know more certainly what it will look like if it is printed. For some reason, GIMP defaults to sizing them in pixels so I had to go back through to change the same areas several times. Maybe there is a setting to change the default that I have not discovered.