

Web Design & Development Fall 2022

WWW103 Assignment 1

Title: **Movie poster**
Assigned: October 14
Due date: 9am Monday October 24
Value: 50% of final mark for WWW103

Submission details:

Place in your www103-assignment-1 folder with links from your student page to the following:

- Your photoshop psd file with all layers viewable
- A jpg version of your file saved for web in the smallest file size that you feel would display at the best quality for web viewing

I MUST be able to easily find your assignment by visiting your matrix class page and if a link to the folder is not clearly visible, it will be considered incomplete.

Instructions:

Your client is a movie studio. They would like you to create an original, full colour poster for them, for a movie of your choice. If you would like to create your own movie, please let me know what it will be about by Tuesday October 18. Your poster should creatively show what the movie is about and demonstrate your photoshop skills, making use of as many of the tools and techniques you've learned in Photoshop as you can. Your goal is to generate interest in the movie for a potential movie audience. You will need to research the basic information advertised by movies and include appropriate credit and actor information to create a well-designed poster that effectively conveys the subject and theme of the movie you choose. The names of several of the main actors should appear prominently as well as the name of the movie and a tagline. The typeface you choose should reflect the genre of film.

Please do not just copy an existing movie poster, this should be an original design.

The following **must** appear in your poster:

- Movie title and tagline. If the movie doesn't have a tagline, create one
Example of a tagline: Turning Red - Growing Up Is a Beast
- Minimum of 5-6 images (logos will not be counted as an image unless you've added several effects etc. to them)
- Feature several of the actors names larger than the supporting cast
- All necessary credits at the bottom ie actors, writers, directors, producers, music, studio logo, rating etc. I want to see that you can effectively use the type tool to fit in a large amount of information for the credits

The photoshop file should be 72 pixels/inch in RGB color mode, 11" wide x 17" high.

Grading Breakdown	
One psd file, rgb colour mode, 72 pixels/inch, 11" wide x 17" high, and one jpg file optimized for web viewing.	5%
All elements required included: movie title, tagline, several actors names featured, credits (actors, writers, directors, producers, music, studio logo, rating etc.)	5%
Minimum of 5-6 different images used.	5%
Use of well named, organized layers, with at least 3 text layers.	5%
Graphics originality/relevance: all graphics used are related to the movie and reflect the type of movie chosen.	5%
Creativity and originality in execution of design elements and use of as many Photoshop tools, techniques and effects as possible.	25%

If you have retouched an image in a separate Photoshop document, please place the psd file(s) in your images folder so I can see the work you have done.

Late Policy

All late assignments will be given a grade of zero. For a full discussion of the late policy see <https://web-design-development.senecacollege.ca/class/docs/late-assignment-policy.pdf>

Plagiarism

There are serious penalties for cheating and plagiarism offences and you are expected to be aware of our Academic Honesty Policy. Please refer to the Academic Policy at <https://www.senecacollege.ca/about/policies/academics-and-student-services.html> for more information.