

FILM PROMOTION

Applied Art for the Web



Agnes Ashun

29.03.2019

Extension 08/04/2019

DESI 1207

Category is Realness: Paris is Burning

Film Promotion: Agnes Ashun

INTRODUCTION

“Select a film—released before 2006, is older than 12 years—and create promotional web campaign to announce the opening of the first showing at a local venue.”

The film chosen is “Paris is Burning” released in 1990, based on the LGBTQ ball culture created in the ‘80-’90 .

The choice was made due to the year and theme. The film is an outstanding feature in its category and led the way to a revolution in fashion, photography and visual arts.

The film challenged the conventions and made it possible for a revisitation of the criteria used to judge documentaries for Oscars.

The personal choice was due to relating to the themes they had, LGBTQ homelessness, creating a family of choice, the struggle of advancing in a world where if you are anything but white you have no place, the struggles with identity , finding your place and being understood, the violence against women and minorities but also the extreme hope and happiness when you find a place where you can fully be without judgment and meet your kin and kind.

The choices in colours and text not only represent the journey of the documentary itself but also the change the documentary has had on the language and history of LGBTQ.

DEVELOPMENT

The release of the movie is set in a specific cinema in London, the “Prince Charles Cinema”, which specialises in alternative film experiences. The cinema often offers sing-a-long features to musicals and often brings back films from the past to be revisited.

Some of their offers included, pizza night in the cinema, back-to-back marathons of movie series and dress up days.

That main feature made it the ideal candidate for hosting the revamp of the movie “Paris is burning”.

The development was based on creating a website that pushes through the sentiment of the film and the takes into the account the ambience of the location.

The theme, palette and font choices were mostly base on the 90's them of ballroom and the edits created were based the themes.

The website was structured as follows:

- Home
 - Official poster of the movie
 - Cast and Creative Directors list
 - Opening Night
 - Brief Synopsis
 -
- Showtimes
 - Trailer of the Movie
 - Gallery
 - Showtimes
 - Cinema Location
- Film
 - Poster of movie
 - Synopsis
 - Awards
 -
- Ball
 - Invitation to the ball
 - Category list
 - Instructions on the ball

WEBSITE SCREENSHOTS

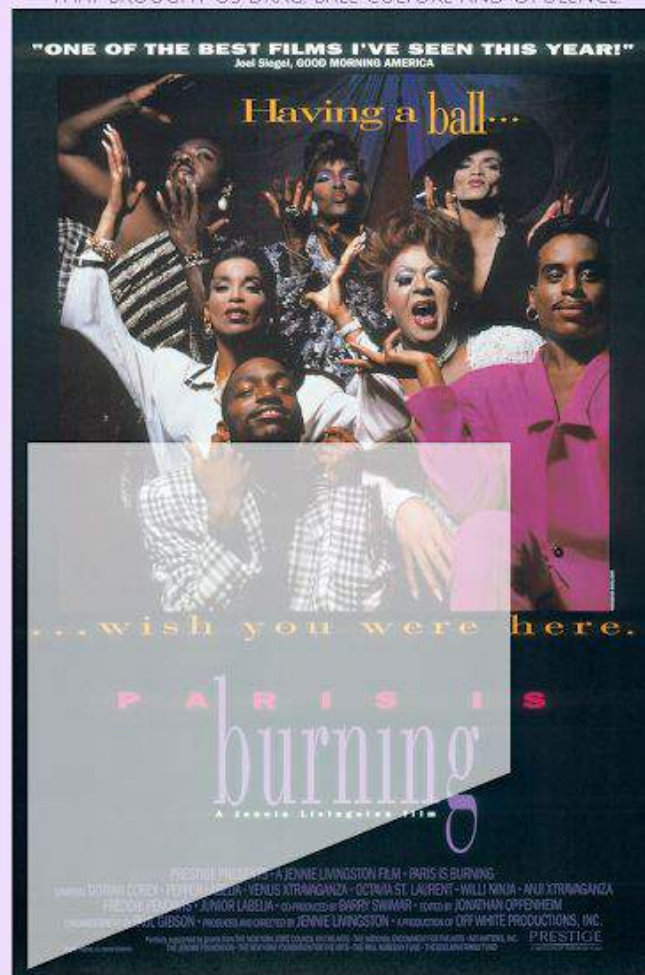


PARIS IS BURNING

[GET YOUR TICKETS NOW](#)

[READ ALL ABOUT THE BALL](#)

FOR A MONTH ONLY, PRINCE [CHARLES CINEMA WILL](#) SHOWCASE THE ORIGINAL REMASTERED DOCUMENTARY THAT BROUGHT US DRAG, BALL CULTURE AND OPULENCE



3

CAST



PARIS IS BURNING

MENU

PARIS IS BURNING



Genre

Documentary, Special Interest, Gay and Lesbian

Rating

R (adult situations/language, nudity)

FILM SYNOPSIS

This is a documentary of 'drag nights' among New York's underclass. Queens are interviewed and observed preparing for and competing in many 'balls'. The people, the clothes, and the whole environment are outlandish. - Robbie Smith

STORY

Paris Is Burning presents the lives of an ensemble cast of real people in the Harlem drag ball scene of the late 80s - a subculture located at a unique crossroads of urban poverty, marginalised black and Latin communities and queer identity. If I were to try and explain it to someone who had never seen it, I would say that the film is a meditation on how specific individuals - consistently robbed by society of privileges which many watching would take for granted - regenerate and create among themselves a new capacity for self-worth, for value, for joy and, crucially, for family. - Dazed 2016

REVIEWS

"Drag balls, the product of a poor, gay and mostly nonwhite culture, had been held in Harlem since the 1920's. But it wasn't until Jennie Livingston's award-winning documentary, 'Paris Is Burning,' was released in 1991 that anyone outside that world knew much about them." - The Times 1993

"Paris Is Burning dives into '80s transgender subculture, with the understated camera allowing this world to flourish and the people to speak (and dance) for themselves." - Rotten Tomatoes

Awards



PARIS IS BURNING



AGNES MARANG & PARIS IS BURNING PROJECT © 2010 WEBSITE WORK •

WHERE TO FIND US

7 LILICETER PLACE, LONDON, WC2H 7BY
CALL: (+44)0207 494 3654
WEB: SPRINGCHARLES.CINEMA.COM



HOME • TICKETS • FILM • BALL •



PARIS IS BURNING



SHOW TIMES

Tickets are priced at £10 each +

FRIDAY	17:00	19:00	20:00
SATURDAY	15:00	17:00	19:00
SUNDAY	16:00	19:00	20:00

RATINGS AND REVIEWS

"Drag balls, the product of a poor, gay and mostly nonwhite culture, had been held in Harlem since the 1920's. But it wasn't until Jennie Livingston's award-winning documentary, "Paris Is Burning," was released in 1991 that anyone outside that world knew much about them." - The Times 1993

"Paris Is Burning dives into '80s transgender subculture, with the understated camera allowing this world to flourish and the people to speak (and dance) for themselves;" - Rotten Tomatoes



GALLERY





THE LIBRARY IS OPEN



You are cordially invited to the
2019 "London Ball: The library is
open"

The ball will be for all
LGBTQ
Queer

The category is "Ballroom Realness"
Wear whatever you want but make
sure to match a category or two or
three

CATEGORIES

- Upcoming Pretty Girl 1986 -
"They're showing up for the press...Back up and give them air!"
- High Fashion Winter Sportswear -
"The Peconas vs. The Catskills"
- Luscious Body -
"A body that says, 'Come up and see me some time, Big Boy.'"
- Schoolboy/Schoolgirl Realness -
"School, Elementary, High school, College, Not here."
- Teen and Country -
"Exclusively, Done."
- Executive Realness -
"You're showing the straight world that I can be an executive-if I had the opportunity I could be one 'cause I can look like one. That is like a fulfillment."
- High Fashion Model Parisienne -
"Shanté, shanté, Shanté, shanté, shanté."
- Butch Queen First Time in Drags at a Ball -
- High Fashion Evening Wear -
"C'mon now, it is a known fact that a woman do carry an evening bag at dinner time...No lady is sure at night."
- Bang -
"Looking like the boy who probably robbed you a few minutes before coming to Paris' ball."

TICKETS

PRINCE CHARLES CINEMA PRESENTS
PARIS IS BURNING
A FILM BY JONAS MEYER

ADMIT ONE
CATEGORY

TERMS AND CONDITIONS

- This ticket is valid for the entire duration of the event and is non-transferable.
- The ticket is valid for the entire duration of the event and is non-transferable.
- The ticket is valid for the entire duration of the event and is non-transferable.
- The ticket is valid for the entire duration of the event and is non-transferable.
- The ticket is valid for the entire duration of the event and is non-transferable.
- The ticket is valid for the entire duration of the event and is non-transferable.

MATERIALS

The materials used for the project are mainly sourced online via [IMDB](#).

The original movie doesn't have a lot of material to source with so most of the official images for the gallery and the characters are sourced from their profile on IMDB and screenshots of the movie.

The original cast is currently not alive so most of the information about them can be only found online and sparsely.

The movie is currently on [Netflix](#).

Initial Design Phase images were built mostly on the title with edits and posters created manually to be used on the website.

Further to the development a few quality frames of the cast were found which was then used to develop the header images and the unofficial posters.

The difficulty was not only in sourcing the material but transforming it in such a way to be advanced in the modern website.

Thus the decision to use filters, bright colours and a retro look on the website regarding the material so as to match the retro of the film.

The Edits' folder contains most of the images created to add to the Retro style with retro cinema billboards and icons and images.

PROCEDURE

1. Writing Phase

a. Film Production Design : Paris is Burning/PDF document "Paris 1"

The writing phase of the website is detailed on document "Paris 1" where an initial collection of all the ideas was presented. Emphasis was put on creating keywords and collecting information about the film.

The phase included analysing the main catchphrases in the film and the main

colours found.

The filming styling and the actual main themes were considered when deliberating on the film promotion.

2. Content Phase

a. Film Production Design : Paris is Burning /ParisisBurning

After defining the main theme keywords and details works was put in into researching the movie and collection of data, images and quotes. With the movie being 29 years old most of the images were not high quality but there was abundant information about the film.

3. Design Phase

a. Film Production Design : Paris is Burning/PDF document “Paris 2 and Paris 3”

A3 sketches were created with mobile first based on the initial idea of the project with work going towards finding a simple layout.

The main pages for the projects were defined and further breakdown of what was needed where was carried out.

After defining the mobile look a further breakdown was carried in “Paris 3” with where he same system would work on desktop and bigger devices.

4. Building Phase

a. Film Production Design : Paris is Burning/Website (Version 1 upwards)

The website was built based on standard templates created during the work in the Ma Web Design and implemented with all the learning feature.

A choice was made not to use php but instead utilise HTML5, CSS, Javascript and if needed any additional JQuery.

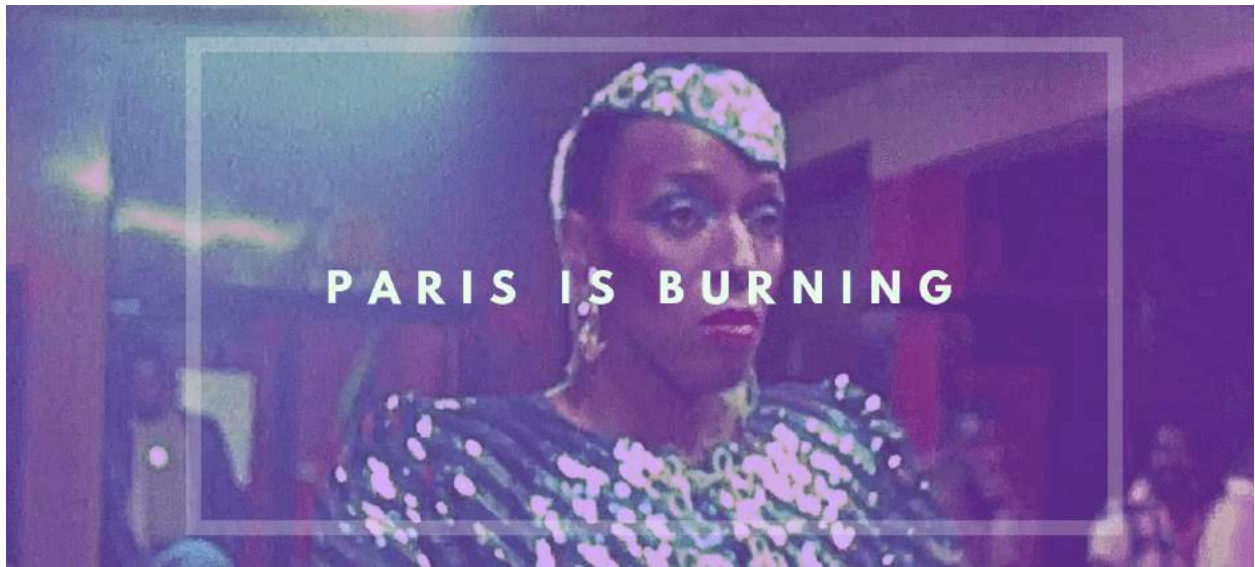
The development of the website began with putting bases for the website,in HTML and css with placeholders for all the content that would be utilised further.

Further to that construction began the Film page to as to have a core of the website and then progress ideally through the rest of the work.

TYPEFACE

Font used on headers : Aramo (Google Font)

The font is simple, blocky and clean. The Typeface adapts well to title and works well in the header giving a clear spacing and type.



Font used on pages: Julius Sans One, Monda (Google Font)

The font was used on h1/h2/h3 and paragraphs

Both fonts match the original font of the movie poster and fit well with the edited header.

VOCABULARY

Get ready for the ball. Make sure you understand and are ready for the categories
OXFORD DICTIONARIES

The black gay men and trans women of 1980s Harlem didn't have the budget of Ru Paul's Drag Race so they had to get creative with their dance moves and language to stand out as flamboyant.

Many of the phrases you hear now - from Ru Paul to the gay street slang of London's Soho and New York's West Village - are borrowed from the Vogue Ball culture, and explained brilliantly in Paris is Burning.

Here are some of those terms inventively coined by my gay black forefathers over three decades ago:

Chanté you stay

Used in Ru Paul's Drag Race to announce who has won the lip-sync battle, Ru Paul himself credit, Paris is Burning for the reference also used in his hit song, Supermodel. In one scene when people are 'walking' in the ball, the host rhythmically chants pigeon-French words to sound chic, such as 'chanté'.

GRAPHICS

The graphics on the page were all designed and created following the theme of Ball and visualised in a colourful filter and environment.

The colour used in all the graphics (either as filter or background) is rgba (169, 88, 255, 0.2)



The edits were at times layered with sparkles and were kept as a team on all the images.

That was to bring back the theme of the 80s and 90s.



The tagline from the movie was added in the main header of the home page.

The same colour theme was kept in the pictures shadows and the plus signs added to certain objects that have a need for a modal.



Further graphics were added to the footer were based on specific phrases from the movie made in the faction of old cinema billboards with lights. That was to call back to the old cinema styles.



CONCLUSION

The website went through various edit with an initial black and white theme on the film used and edits created in such fashion with a final look left with a 90s style.

The main feeling of the film comes through the editing and the design, bright, retro and chaotic.