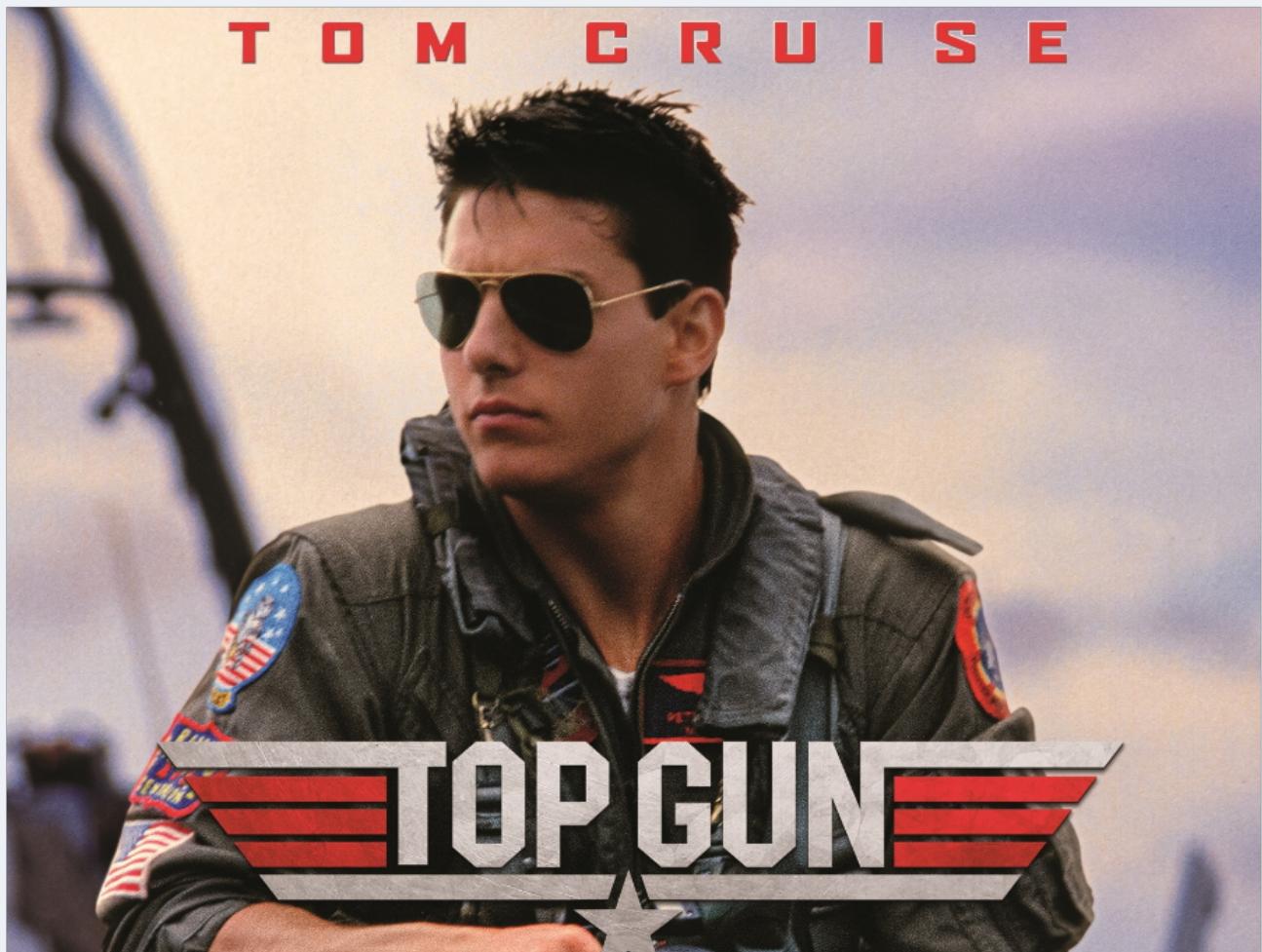


Adi's Design Rationale - Film Promo

Movie Selection - Top Gun 1986



Poster from Top Gun 1986

Film Rationale - Why Top Gun 1986?

The cultural impact the film had after release in 1986 was huge. A popular claim arose that the number of young men who joined the Navy wanting to be Naval Aviators went up by 500 percent. That people saw the movie and said, "Wow! I want to be a pilot." In fact, The US Navy had recruitment booths in some theatres to attract enthusiastic patrons.

Personally, for me, since I come from an Air Force background back in my country, I grew up in a household surrounded with the sounds and screams of fighter jets. Top Gun has been a movie I have adored since my childhood. My father, a fighter pilot himself, introduced me to this movie for the first time back in 2007, and since then it has been very close to my heart. I believe I can re-create the experience of the hype of going to the cinemas for Top Gun.

The Moodboard

For the moodboard I was just throwing out images from the internet and what not. It started as an absolute mess. I was glad it was an organised chaos where I had a lot of choices of design to pick from. Although, the colours I eventually picked were mostly from that one re-watch I gave the movie after a long time. But still, the moodboard gave me a direction and building it reignited that Top Gun fan in me. I did use the inspiration of this particular moodboard for the Trivia page from the website.



The Top Gun Moodboard



The moodboard inspired my Trivia Page especially

The Colours

Following are the initial colours that I had picked from the film for the design. I was planning to narrow down my choices of colours as the design moved forward.



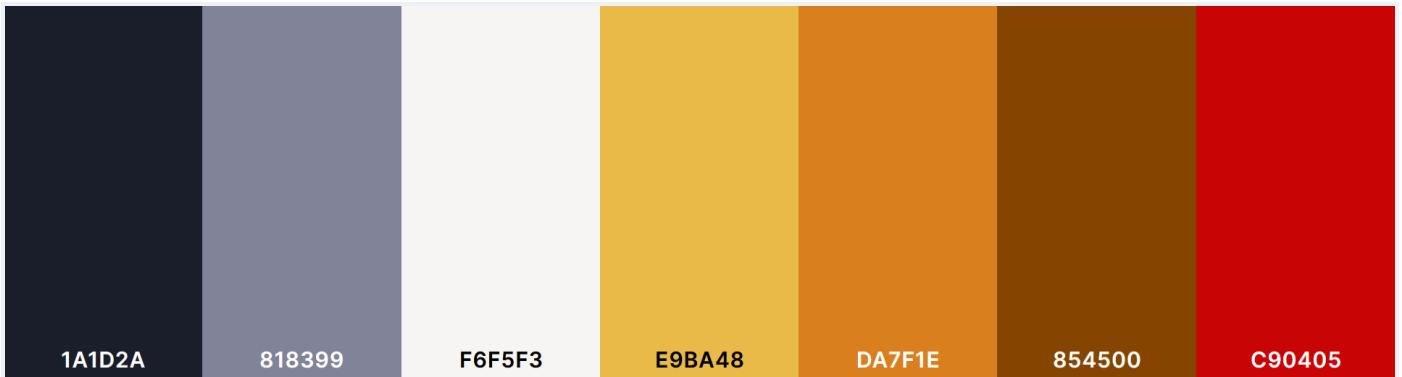
Colours Picked Initially

Eventually I decided to go with a very minimalist design with more focus on “function” over “form”.

The Colours // The Bold Design Choice

While working on the design I realised that a minimalist design could work in theory. Arguably the boldest design choice I had to take was to use a single colour font scheme over the website and let the background image do the talking. I was sceptical at first but eventually found my way around playing with the colours of the static background image. I have mentioned more on this in the design rationale ahead, but for now the colour palette that I have slightly tweaked is as such. It is noteworthy that most of the colours are picked

from the background instead of being manually implemented:



Tweaked colour palette



Design taking the assistance of the background image

The Font

Using the Original Top Gun font from the film under Freeware, Non-Commercial license from “font space” by Alphabet&Type Digital Typefaces. I am planning to use this font mostly for the titles and headings as the way it is used in the movie. This font will help getting the bold essence of the film to the website.



Top Gun font used for headings

For the body, I am planning to use Urbanist, as well as a combination of Regular and Bold versions of the Sophia Nubian font under Freeware personal license. Sophia Nubian is the font that was used in the text scrolls in the intro scenes as well as post credits in the film. It is a fabulous sans-serif font which is clear, and easy on eyes and displays the best features of a sans-serif font. Here is a sample of that.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

Sophia Nubian Bold used for sub-headings and body

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

Sophia Nubian Regular used for body

On March 3, 1969 the United States Navy established an elite school for the top one percent of its pilots. Its purpose was to teach the lost art of aerial combat and to insure that the handful of men who graduated were the best fighter pilots in the world.

They succeeded.

Today, the Navy calls it Fighter Weapons School.
The flyers call it:

Opening credits text from the film

Due to the lack of availability of the fonts on Google Fonts platform, I am planning to

integrate the fonts as their TTF type.

Talking about Urbanist, I felt it is the most apt font to be used here in this context since it has that film-fare vibe to it. This font is associated with luxury and stardom, the I think it fits perfectly when it comes to the classic 80's Hollywood touch. Fortunately Urbanist is available on Google Fonts for imports. Here is a sample of that.

Urbanist Light
Urbanist Regular
Urbanist SemiBold
Urbanist Bold

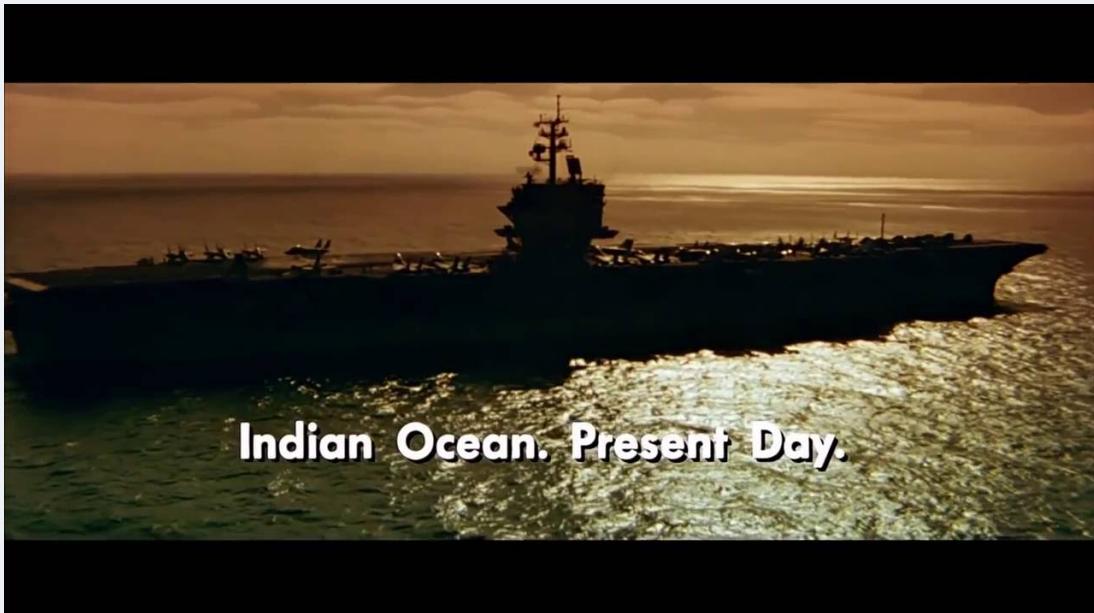
Urbanist font used for body and headings

Design Choices

So as mentioned before in the colours section, I was planning to make the background do the talking while the text and foreground could be monotone. Let us see this example of a still from the opening credits of the film to the home page of my website, which should give an idea about what I was aiming to achieve:



Still from intro of the film



Still from intro of the film



Still of intro from the film

Considering this minimalist approach where the text is directed by the background I went for this approach:



This design philosophy is something I stuck with for the whole website



Mobile view

Even for the texts and the content I have tried to implement the text in a way where the background complements the content in the foreground. I would say it was a very bold decision to go for this decision but I really wanted to try it out. The movie's boldness and confidence in using this approach towards typography gave me courage to go for it.



Cast listed in CSS Grid on the home page

The moodboard I presented above was also an inspiration for me to go with a CSS grid based layout to show the cast. I think it showed everyone on the same page, right next to each other to immediately remind me of the memorable moments from the film. Also, a grid layout saved a lot of whitespace compared to other philosophies I was trying to implement to show the cast.

Closing Thoughts

I realise that the decision choices I have made for this project are bold, but I do feel confident in sticking to that for this particular venture. Top Gun is a movie which is close to my heart since my childhood and I am happy to implemented my fandom in this unique way.