

Movie Poster Self Evaluation

Name: Vince Gong

Period: 7

1. What **imagery** did you use to try to represent the plot of your movie? How is this imagery a visual representation of your story? Be specific about your images – explain them!

Out of the many themes of the book I chose, I focused on the emphasis that rangers are often rarely seen and are portrayed as elusive and mysterious figures. With this in mind, I masked out the main actors face to keep readers in suspicion of it. The tagline I chose also represents the story because it all starts off with the thoughts of a worrying boy and how he would be rejected as a knight recruit for his lacking size, in my poster I made him appear larger than a knight to show that his deed's size can shine through all else.

2. Discuss the specific Photoshop skills demonstrated by your Movie Poster. What did you do to create it? *For example: I uploaded photographs I took of my friends John and Liz into Photoshop. I extracted them from their backgrounds using the magnetic lasso. I adjusted the color of the foreground by using curves and levels, I applied a blur filter on the background, etc.*

I used a layer mask as well as some soft brushes to make the bottom of figures and monsters to fade away. I also used a lot of blurring technique and a text effect to really make my title stand out. I also created a blood technique using special brushes and the quick selection to limit where the blood would be. I also blurred out the darkness of the cowl of the face to make a more realistic effect. I also used other brushes to create the border of leave in my poster.

3. Look carefully at your piece and discuss the **elements and principles of ART** (*not the tools/effects you used in PhotoShop*) that are found in your piece. What elements and principles did you use? **Be specific** when discussing them (tell me what and where they are, don't just list them)

I was careful to use the rule of thirds to help bring out the comparison between the knight and the ranger's size by placing them at different positions. I also created a green color schemes with flashes of red throughout the poster in the leaves, blood, and eyes. I tried to choose a selection out of scenery to bring the lines of the trees towards the focus of the ranger in the main picture. I also had a focus not on the background of the scenery but the characters to not reveal too much about where they are and what they do for their job.

4. How does your **title and tagline relate** to your movie poster design? Discuss the meaning of these text elements as well as how you incorporated them into your design.

My title and tagline influenced the positioning of the Ranger in my poster. His fear of being small and rejected was used to help me decide where to place him and how to compare him with other characters. By making him larger than the knight, I am showing how that his size in terms of deeds and bravery is no less than that of anyone else.

5. How does this poster "sell" this movie to the **potential viewer** (target audience)? Why do you think it's successful?

This poster has a really nice effect of the eye with the blurred background and the armed warriors in the foreground. For viewers who like action movies, the sight of the shining word will lure them to the movie. The display of weapons, blood, and monsters all help contribute to the temptation for action lovers.

6. What do you feel **could be improved** about it?

I feel that my skills to integrate real people into my poster were nonexistent. Luckily my story involves a lot of hiding behind a cowl, or having a knight in full armor. However if there was a scenario that required me to actually embed someone into my poster, I would not be able to do it. As someone who isn't photogenic, I am very conscientious about how ugly I can make characters on my poster. I need to develop my skills further before adding people's faces to the picture.

Rate yourself on this scale –

1 = does not meet the requirements, not addressed

2 = meets some requirements

3 = meets most of the requirements, but falls short in some areas

4 = meets the requirements and shows some creativity

5 = exceeds the requirements, shows insight and uniqueness

	1	2	3	4	5
Composition and use of the entire picture plane – layout is visually interesting and utilizes space well					
Representation of Plot – use of original photos of your friends or family. Appropriate imagery to interest viewer and visually represent your movie					
Effort and Studio Performance: Effective use of studio time. Used all class time given to you. Learned and demonstrated new techniques.					
Use of elements and principles – thoughtful use of the elements and principles in creation of poster					
Title and Tagline – integrated into design, meaning is consistent with movie plot. Incorporated a new “text effect”					
Photoshop Skill: demonstrated mastery of photoshop skill with clean selections, gradient blends, layer masks, shape tools, color adjustments, and type tool. Demonstrated unique Photoshop skills.					
Unity of design – all elements appear to flow and work together to create a unified design. Logos are blended in, no floating imagery, text blends well in color and style.					
Creativity – uniqueness of design (has a WOW! Factor). Is eye catching and memorable. This is an advertisement and an artwork.					

TOTAL:

/40

Comments:

<ul style="list-style-type: none"> • Very eye-catching design! • Dynamic main image. • Great use of color and contrast • Good typography. • Excellent use of a text effect for the title. • Great unity of all elements • Very clean and professional looking design • Nice job using gradient blends or layer masks • Creative concept! 	<ul style="list-style-type: none"> • Could see more contrast • Could see cleaner selections • Title is not a text effect. More effort on typography • Blend images into the background more-use gradient blends and layer masks • Logo needs to be blended into the background • Missing one or more of the following: tagline, credits, logo • Could see more unified typography:
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<ul style="list-style-type: none"> • Good concept • Good Photoshop Skill • Wonderful Photoshop Skill! • Well done! • Wonderful effort! 	<p>limit color or use of fonts. Integrate text purposefully</p> <ul style="list-style-type: none"> • Could see more effort and time.
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