

CS 2033

Multimedia and Communications II

Assignment 1

Movie Poster

Due: Thursday, February 11, 2021

Overview

For this assignment, you are asked to create a promotional poster for a movie, like the ones you might see outside a theater to let you know the coming attractions. You also have to make up some of the details about the movie! First look at the list of movie title options below and decide which one of the titles you wish to use. You **must** choose a title from the provided list, but you will choose other details about the film on your own, i.e. genre, synopsis, movie stars, etc. Use your own imagination and creativity to make up these movie details the way you like!

Though you are given artistic freedom for the movie details and poster design, there are also specific requirements that you must follow. For example, the poster must be 27 inches wide by 40 inches tall and must have a resolution of 300 PPI. The detailed list of technical and content requirements is described below. Make sure you read all the requirements carefully.



Movie title choices:

- Away From Home
- Dark Zone
- Roses Are Red
- The Gatekeeper
- Visitors From Venus
- Crystal Ball
- Across The Ocean
- The Empty Motel
- Time Warp
- Riverboat

Movie Details

You need to decide on, or make up, information about the movie based on the title you choose. Use your creativity to come up with these details. Write them up in a text file because you will have to include this information along with your links when submitting the assignment (more details in the Submission section below).

- Movie genre (i.e. Mystery, Horror, Comedy, Action, etc.)
- Movie synopsis – 3-6 sentences summarizing the plot of the movie
- Movie stars – decide who will be the main stars of the film, and **you** must be one of the stars yourself! (i.e. if your name is John Doe, you might have the following list of stars: John Doe, Tom Cruise, and Salma Hayek)
- Movie tagline – create a short tagline or slogan that relates to the movie
- Movie rating (i.e. E, PG-13, R, etc.)

Overall Requirements

- An Affinity Photo file (.afphoto) and an exported JPG file must be provided.
 - If you prefer to use Photoshop, you may do so as long as you convert the .psd file to an .afphoto file for submission. PSD files will **not** be accepted for marking.

- The Affinity Photo file must be named with the format:
 - poster_*username*.afphoto (*username* is your UWO username)
- Export the Affinity file as a JPG, and name it with the format:
 - poster_*username*.jpg (*username* is your UWO username)
- Create a folder in your Panther server space called **movie** and upload both files (.afphoto and .jpg) into this movie folder.
- Keep all layers separated and give them appropriate names. Do not merge layers or add multiple elements within the same layer.
- You **must** use copyright-free pictures. Marks will be deducted if you use copyrighted images. See the References section below for more information.
- Keep track of the URLs of any images you take (from these copyright-free image sites) so that you can easily reference them in the submission.
- Choose colours, fonts, and other design styles that are appropriate for the theme of your film and that go well together.

Content Requirements

- Include the movie title in large, emphasized font
- Include the short tagline or slogan you created for your movie
- Include the two or more movie star names on the poster – one of which **must** be your own name!
- The poster must contain at least two pictures (from copyright-free sites!) that are relevant to the name or theme of the movie
- Include 2 or 3 critical acclaim quotes/ratings
- Include the movie summary (3-6 sentences) on the poster
- At the bottom, provide a summarized list of credits for producers, directors, etc. (make up names for this)
- Include the anticipated rating for the movie (i.e. E, PG-13, R, etc.)

Technical Requirements

- The movie poster must be 27 inches wide by 40 inches tall

- Movie posters are intended to be printed (but you don't have to actually print it) so use a resolution of 300 PPI.
- Apply one or more of the following colour Adjustments:
 - Selective Color
 - HSL
 - Lens Filter
 - Black and White
 - Brightness and Contrast
- Create a Mask Layer and apply a Gradient within the mask to create a faded effect somewhere in the poster
- Create a Clipping Mask with one or more foreground layers (a shape, text, etc.)

Helpful Hints

- It may help to use the Gridlines (View > Show Grid) and/or Rulers (View > Show Rulers) to help with positioning the elements on your poster.
- Save your work early on and continue saving regularly so you don't lose any work! Make backups on other drives/email to be safe.
- You may wish to create folders/groups in Affinity Photo to keep the layers more organized. This is not a requirement but may be helpful.
- When downloading images (from copyright-free sites), try to avoid choosing overly large sizes of the images because this will bloat the Affinity file and may cause problems when uploading your files to the server. If your images are too large, you may have to down-sample them in a separate file and then import the smaller versions into your poster project.

References

For this course, you are **required** to use copyright-free images only. This means you will not be allowed to do a simple Google Image search and use any image that comes up on there. Marks will be taken off if you use copyrighted images.

The following websites are acceptable and encouraged as they have many copyright-free images that are high definition and free to use!

- Pexels <https://www.pexels.com/>
- Unsplash <https://unsplash.com/>
- Pixabay <https://pixabay.com/>
- StockSnap.io <https://stocksnap.io/>
- Negative Space <http://negativespace.co/>
- Life of Pix <http://www.lifeofpix.com/>
- Cupcake <http://cupcake.nilssonlee.se/>

If you find an image on a *different* website that you think is copyright-free, it is **your responsibility** to find the terms and conditions regarding copyright. Sites will usually have a page that explains their copyright policies. If you use an image from a site other than those provided in the list above, you will have to find the site's copyright policy and keep track of the link to that policy. This link will have to be included in your submission on OWL so the TAs can determine whether or not your image is indeed copyright-free. Do not ask the instructor or TA to find this copyright policy for you. Failing to find a copyright policy will result in deducted marks. The best option is to just use images from the sites above so that you won't have to look up their policies!

Example: The Pexels policy is found here: <https://www.pexels.com/photo-license/>
Note that Pexels is one of the acceptable sites listed above so you don't have to provide this license link, but this is an example of the kind of policy page you will have to find if you decide to use an image from a site not listed above.

Submission

1. Go through this document again and verify that you completed the assignment exactly as instructed.
2. You **must** upload the two completed files to panther.uwo.ca via FTP.
 - a. Use WinSCP, FileZilla, or another FTP program.

- b. Log in to your web space on Panther using the following information:
 - Protocol: SFTP
 - Host name: sftp.uwo.ca OR sftp://sftp.uwo.ca
 - Username: **your Western userID**
 - Password: **your Western password**
 - Port: 22
 - c. When logged in, click into the public_html folder
 - d. In public_html, create a folder called **cs2033**
 - e. Create a subfolder inside cs2033 called **movie**
 - f. Transfer the 2 required files (.afphoto and .jpg) into this movie folder.
3. Verify that all the files uploaded properly.
 - a. Open the following link (replacing **username** with your Western username): <http://publish.uwo.ca/~username/cs2033/movie/>
 - b. You should see the 2 files listed there. If you don't, retry the previous steps to upload them.
 - c. Click on each file listed there to make sure they open properly. The JPG should open in the browser and the Affinity file should download to your computer. If that works for both your files, then you can proceed to the final step! If not, check the file permissions in the FTP program and check that all your files are still openable from your computer. If something went wrong during the rendering process, you may have to re-save and re-upload them.
 4. Submit the assignment on OWL.
 - a. Navigate into the CS2033 Assignment 1 page in OWL.
 - b. In the submission textbox, type the movie title you chose for the poster, and make it **bold**.
 - c. Next you will have to include the following details (in this order):
 - Chosen movie title
 - Synopsis/summary
 - Tagline/slogan
 - Movie stars
 - Genre
 - Expected rating
 - d. Insert the link of your Panther movie folder into the submission text box on a new line (replacing **username** with your Western username):
<http://publish.uwo.ca/~username/cs2033/movie/>

- e. Under the link, write the words "AFFINITY NOTES:" and provide bullet point notes to explain where you included each of the technical requirements (colour adjustment, mask layer, and clipping mask).
- f. Hit Enter a couple times to create empty lines after the link.
- g. Write the word REFERENCES:
- h. Add each of the image references below that for all images used in the dvd cover (remember they all have to be copyright-free AND you have to cite them).
- i. IF you chose to use any images from sites other than the ones listed as acceptable resources, then beside/below these images' references, include the link that points to the license policy for the website from which you downloaded that image (failing to do this will result in deductions).
- j. Submit the assignment on OWL. Do not just save it and leave. Ensure that it is submitted! Check your email right away and look for the automatic OWL email verifying your submission. Keep this email in case of any discrepancy.

An example of the submission textbox on OWL for Step 4 of the submission process is shown below.

** Reminder that you do not have to include a link to the license page for Pexels since it is an accepted site but the bottom part of this example is to show you how you would show the licensing if you take images from non-accepted sites.

