

Digital Photo Design: Haunting Halloween Movie Poster Challenge

Objective: To creatively utilize selection tools and layer masks to manipulate specific parts of an image. Add text, brush strokes, layer styles in a creative manner to create a movie poster. Photographers & graphic designers need to be able to make commercial images that tell a story & advertise for movies/ products.

Specs:

1. Think carefully about the story you want to tell & the mood you want to convey. It can be an actual movie or a movie that you have made up. DO NOT copy images from an actual movie poster! Be creative & unique with your images. The movie you choose can be scary, funny, cute, whatever you want!
2. Photograph at least 20 images to be used in a Halloween related movie poster. Choose the best photos & process them in such a way that will best represent the essence of your movie.
3. Create a movie poster meeting the following requirements:
 - The overall size must be 13x19 in Photoshop, or 11x17 in Pixlr
 - You must have at least 1 original photograph (you may use as many as you want).
 - You must include the title of your movie in a creative font (you may also include a short description of your movie- or "coming soon to a theater near you"). [Click here for video instructions on downloading fonts in Photoshop.](#)
 - You MUST also include a BILLING BLOCK "starring..." & a list of everyone appearing in the photos or anyone that helped you (you may assign each person a role or list some people as director, producer, etc.).

PARAMOUNT PICTURES PRESENTS A DON RYDBERG FILM IN
ASSOCIATION WITH LAWRENCE BENDER PRODUCTIONS
STARRING JOHN WURMAN HEATHER ANDREWS EMMA
HARRISON AND STEVE ELGIN “**APARTMENT 50**” CASTING BY
BONNIE TIMMERMAN MUSIC BY TREVOR RABIN COSTUME
DESIGNER LIZZY GARDNER EDITED BY KEVIN BRADY, A.C.E.
SCOTT CHESTNUT PRODUCTION DESIGNER BRUNO RUBERO
DIRECTORY OF PHOTOGRAPHY PETER MENZILES JR.,

CO-PRODUCER ANTHONY WINLEY EXECUTIVE PRODUCERS
BOB WEINSTEIN HARVEY WEINSTEIN JOHNATHON GORDAN
MICHELLE RAIMO PRODUCED BY MARTY KATZ LAWRENCE
BENDER BASED ON THE STORY “**APARTMENT 50**” BY WILLIAM
BREUER

- You must creatively utilize color, **layer effects** & a creative composition
- The theme or style of your poster should match the theme of your movie.
- You can utilize generative fill, as long as the majority of your poster is an original image.
- It should catch the viewer's attention and make them want to see your movie!
- Save your final poster & all your images into a HALLOWEEN folder on your Google Drive as well as your hard drive on your Macbook.
- Save the finished poster as a JPG!!!
- **Upload the movie poster to Schoology & submit it.**

No images from real movies or famous actors can be used whatsoever!

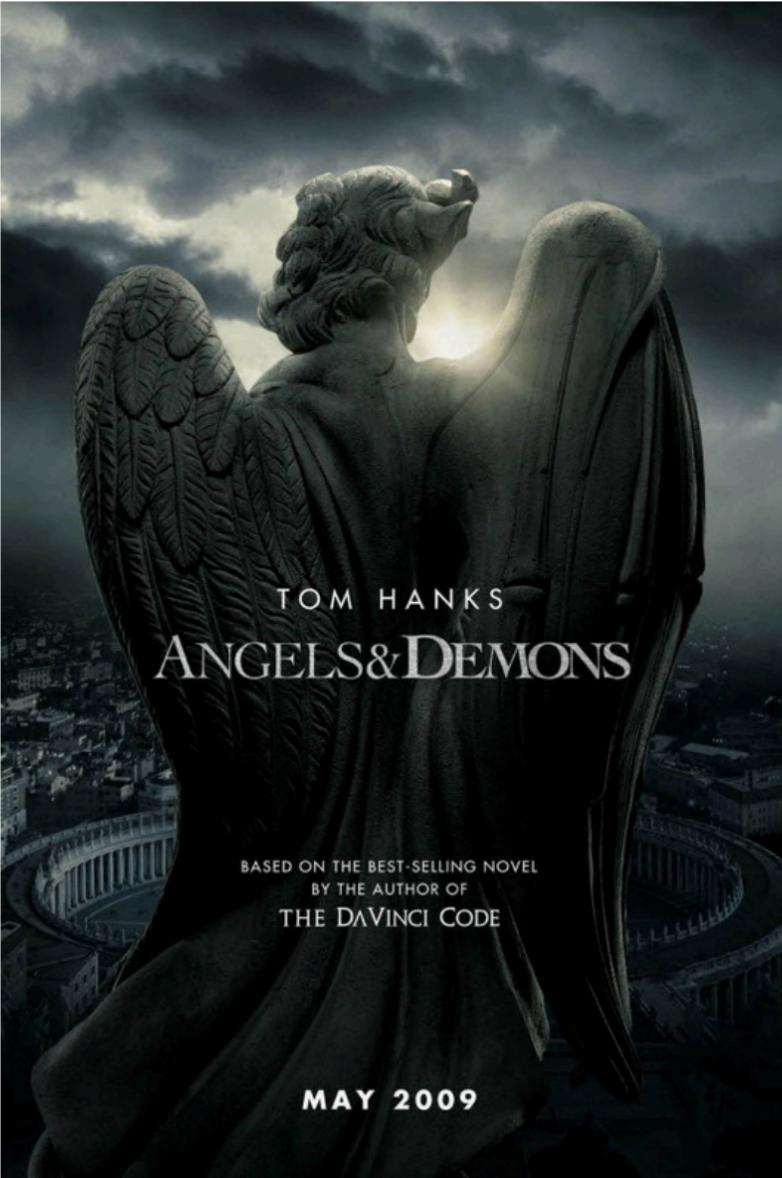
How do I get an A?

1. **CREATIVITY:** Does the poster utilize a creative design aesthetic? Did you utilize a creative, unique lighting style that tells a story? Did you utilize a creative vantage point & composition? Does the photo, font, color, brushes & background all work together to create an interesting, cohesive composition? Is the overall poster creative & unique? Does it include a billing block?
2. **CAMERA SETTINGS (TECHNIQUE):** technically accurate camera settings: Did you use good quality lighting? Did you use the right shutter speeds, Aperture, & ISO for your desired shot? Is it properly exposed? Do you have proper focus & no camera shake?
3. **PROCESSING:** Did you creatively utilize layer effects, brushes & masking? Is the final poster the correct size & resolution?
4. **TEXT:** you need to include all required text (BE SURE YOU SPELL EVERYTHING CORRECTLY), creative font, color & placement & layer effects should all work together to create a cohesive work of art with a good design style that represents your movie.
5. **WORKFLOW:** Save it as a .jpg in your folders on your hard drive & Google drive.

Directions:

1. Get Inspired!

Here are some examples of movie posters. Even though they are not all from the horror genre, they should give you a good idea of what you can create given your knowledge of Pixlr and Photoshop.



TOM HANKS
ANGELS & DEMONS

BASED ON THE BEST-SELLING NOVEL
BY THE AUTHOR OF
THE DAVINCI CODE

MAY 2009

THERE'S MORE THAN ONE WAY TO LOSE YOUR LIFE TO A KILLER

MARK
RUFFALO

JAKE
GYLLENHAAL

ROBERT
DOWNEY JR.

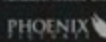
ZODIAC

FROM THE DIRECTOR OF SE7EN AND PANIC ROOM

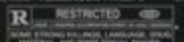
PARAMOUNT PICTURES AND WARNER BROS. PICTURES PRESENT A PHOENIX PICTURES PRODUCTION A DAVID FINCHER FILM JAKE GYLLENHAAL MARK RUFFALO ROBERT DOWNEY JR. ANTHONY EDWARDS
"ZODIAC" BRIAN COX ELIAS KOTERS DONAL LOGUE JOHN CARROLL LYNCH BENNETT MURDINEY MUSIC BY DAVID SHIRE EXECUTIVE PRODUCERS RANDALL POSTER AND GEORGE DRAKOULAKIS EDITED BY ANGUS WALL
PRODUCTION DESIGNER DONALD GRAHAM BURT DIRECTOR OF PHOTOGRAPHY HARRIS SAVOYER EXECUTIVE PRODUCER LOUIS PHILLIPS PRODUCED BY JAKE MCDONOVY ARNOLD W. WESSER BRADLEY J. FISCHER JAMES VANDERBILT SEAN CHAFFIN
BASED UPON THE BOOK BY ROBERT GRAYSMITH SCREENPLAY BY JAMES VANDERBILT DIRECTED BY DAVID FINCHER



WARNER BROS. PICTURES



ZodiacMovie.com



RESTRICTED
PARENTS STRONGLY CAUTIONED
Some Material May Be Inappropriate for Children Under 17

THE BOOK BY ROBERT GRAYSMITH



SCREENPLAY BY JAMES VANDERBILT
DIRECTED BY DAVID FINCHER

COMING SOON

8 FILMS TO DIE FOR AFTER DARK HORRORFEST III
JANUARY 9-15 · 2009

Face your fear.



LENA HEADEY
THE BROKEN

AFTER DARK FILMS and GAUMONT PRESENT A GAUMONT and LEFT TURN FILMS PRODUCTION BY A SEAN ELLIS FILM "THE BROKEN"
LENA HEADEY OLIVIER THOMSEN MELVA POUPAUD MICHELLE DUNCAN ASHER NEWMAN and RICHARD JENKINS COSTUME DESIGNER ALEX JOYNSON EDITOR BONNIE TIMMERMAN
EXECUTIVE PRODUCERS GUY FARLEY PRODUCED BY MORGAN KENNEDY WRITTEN BY GARDEN EVANS DIRECTED BY VICKI RUSSELL EXECUTIVE PRODUCERS SCOTT THOMAS PRODUCED BY ANDRUS HOUSON PRODUCED BY MARSHALL LEVITT
RATED R FOR LANGUAGE, DRUG USE, AND SOME SMOKING
CASTING BY YVES CHEVALER WINNIE LI EXECUTIVE PRODUCERS FRANK CHERRY PRODUCED BY LENE BAUSAGER EXECUTIVE PRODUCERS SEAN ELLIS
LEFT TURN FILMS GAUMONT FILMS THUNDERBOLT



JESSICA ALBA
THE EYE

LIONSGATE AND PARAMOUNT VANTAGE PRESENT A C/W PRODUCTIONS AND LIONSGATE PRODUCTION IN ASSOCIATION WITH VERTIGO ENTERTAINMENT
JESSICA ALBA "THE EYE" ALESSANDRO NIVOLA PARKER POSEY RADE SERBEDZUA "NANCY NAYOR BATTINO, C.S.A. AND KELLY MARTIN WAGNER
"ANGELO BADALAMENTI" AND JAY FAIRES MICHAEL DENNISON "PATRICK LUSSIER" JAMES SPENCER "JEFFREY JURASC
"JACK MURRAY" MIKE ELLIOTT MICHELLE MANNING DARREN MILLER "PETER CHAN ROY LEE DOUG DAVISON
MICHAEL PASEORNEK PETER BLOCK TOM ORTENBERG "PAULA WAGNER DON GRANGER "THE (CHINESE LANGUAGE) MOTION PICTURE
"THE EYE" (AKA "GIN GWAI" AKA "JIAN GUI") BY JO JO YUET-CHUN HUI, OXIDE PANG AND DANNY PANG "SEBASTIAN GUTIERREZ
"DAVID MOREAU AND XAVIER PALUD (M: 12) LIONSGATE

WWW.LIONSGATE.COM/THEEYE

08/12

NEW
FILMS
CINEMA

NICKI REED KEITH DAVID BRAD DOURIF BETSY RUSSELL
FROM TAYLOR INTERPRISE AND TIGER TAIL PRODUCTIONS 'CHAIN LETTER'

Long
Finger
PRISM

THE ART OF KILLING

CHAIN LETTER

WWW.CHAINLETTERTHEMOVIE.COM

IN THEATRES OCTOBER 2010

R RESTRICTED
Under 17 requires accompaniment by an adult
who must remain with the minor throughout the film

WAS

NEVER

JUST

ONE

THE BOURNE LEGACY

JEREMY
RENNER

RACHEL
WEISZ

EDWARD
NORTON

ALBERT
FINNEYJOAN
ALLEN

08.10.12

WWW.THEBOURNELEAGUE.COM

Fig. 13.5. **Support structure for the top**
 (a) **Support structure for the top**
 (b) **Support structure for the top**
 (c) **Support structure for the top**



FROM THE DIRECTOR OF "RUN LOLA RUN" BASED ON THE BEST SELLING NOVEL

PERFUME

THE STORY OF A MURDERER

DREAMWORKS PICTURES and CONSTANTIN FILM present a BERND EICHINGER production a TOM TYKWER film a CONSTANTIN FILM / VCI MEREWINDS & production with production with NET PRODUCTIONS and CASTLE AL PRODUCTIONS BEN WICKHAM ALAN PERKMAN
RACHEL HIND WOOD and JUSTIN FORTSMAN PERFUME: THE STORY OF A MURDERER KARLINE HEFFERLIN CHAM CHANDLER ANDREW JOHN ROSE "by TOM TYKWER JOHANN KILMER NEINOLD BEY "HERLINER FOR KARLMEIER edited by SON SMITH BATTLE
PRODUCED BY PIERRE-YVES LAVERGNE PRODUCED BY JULIUS SCHNEIDER PRODUCED BY ANDREAS SCHMID ANDY GROSSER MANUEL WOLLE SAMUEL HANSEN JOSE FERNANDEZ PRODUCED BY MARTIN MOSKOWITZ PRODUCED BY CHRISTINE RUTHE
COMING SOON! PerfumeMovie.com DREAMWORKS PICTURES

HOW DO YOU STOP A KILLER
WHO IS ALREADY BEHIND BARS?

LAW
ABIDING GERARD BUTLER
JAMIE FOXX **CITIZEN**

THE FILM PRESENTS A WARP FILMS PRODUCTION IN ASSOCIATION WITH FOX, THINGS ARE EASY GRAY FILM GERARD BUTLER JAMIE FOXX "LAW ABIDING CITIZEN" DUNCAN MCGILL SCOTT WAGNER LESLIE BISHOP-MICHAEL BRY REGINA FILL
JACQUELINE MITCHELL LISA & DEBORAH BRUNSON STEWART LISA JOHN JEFFREY KIRLAND "I BRUNN TYLER AND DAVID ANIMAR "ALEX PALOMO "JOHN JOHNSON SELA "JEFF HOLMAN AND WATKINS "NEIL SACKER MICHAEL GOSNEY
"LUCAS FOSTER GERARD BUTLER & ALAN SIESEL MARK GILL KURT WINNER ROBERT KATZ "KURT WINNER "F. GARY BRAY

I AM NUMBER FOUR



IN THEATRES
2.18.11

DREAMWORKS
PICTURES

TEXT FOUR TO 78247 FOR A CHANCE TO WIN

© 2011 DreamWorks Pictures. All rights reserved. DreamWorks Pictures is a trademark of DreamWorks Pictures. All other trademarks are the property of their respective owners. Text 4 to 78247 for a chance to win. Text 4 to 78247 for a chance to win. Text 4 to 78247 for a chance to win.

DreamWorks
Pictures

The poster features a close-up of a man's face, partially obscured by a black assault rifle. The man has a serious expression and is looking directly at the viewer. The background is a textured, grey wall with some bullet holes. At the bottom, a cityscape is visible through a haze.

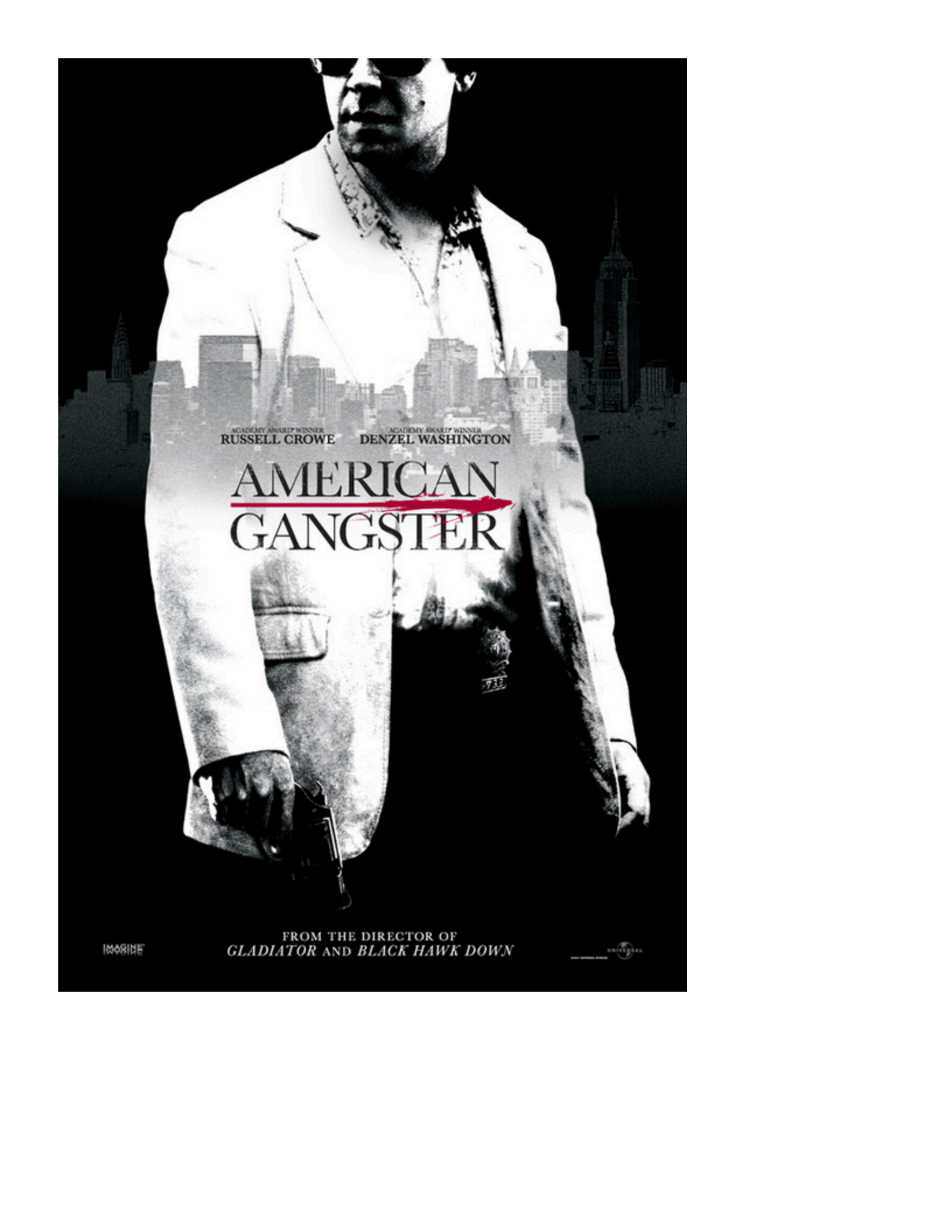
RALPH FIENNES GERARD BUTLER
BRIAN COX VANESSA REDGRAVE EDDIE MARSAN

NATURE TEACHES
BEASTS TO KNOW
THEIR FRIENDS

WILLIAM SHAKESPEARE'S

CORIOLANUS

DIRECTED BY RALPH FIENNES



ACADEMY AWARD WINNER
RUSSELL CROWE

ACADEMY AWARD WINNER
DENZEL WASHINGTON

AMERICAN GANGSTER

IMAGINE

FROM THE DIRECTOR OF
GLADIATOR AND *BLACK HAWK DOWN*

UNIVERSAL

THIS HALLOWEEN, WES CRAVEN, WRITER/DIRECTOR OF
A NIGHTMARE ON ELM STREET
AND *THE LAST HOUSE ON THE LEFT*,
TAKES YOU CLOSER TO TERROR

IN 3D



ONLY ONE HAS THE POWER
TO SAVE THEIR SOULS.

ROGUE PRESENTS

IN ASSOCIATION WITH RELATIVITY MEDIA A CORVUS CORAX PRODUCTION A WES CRAVEN FILM
"MY SOUL TO TAKE" MAX THIERIOT DENZEL WHITAKER RAUL ESPARZA
SHAREEKA EPPS CASTING BY AVY KAUFMAN CSA COSTUME DESIGNER KURT AND BART MAKEUP SUPERVISOR ED GERRARD
EXECUTIVE PRODUCER MARCO BELTRAMI EDITOR PETER McNULTY PRODUCTION DESIGNER ADAM STOCKHAUSEN
DIRECTOR OF PHOTOGRAPHY PETRA KORNER EXECUTIVE PRODUCERS RYAN KAVANAUGH TUCKER TOOLEY ANDREW RONA
PRODUCED BY WES CRAVEN IYA LABUNKA ANTHONY KATAGAS WRITTEN AND DIRECTED BY WES CRAVEN



RELATIVITY

WWW.IAMROGUE.COM/MYSOULTOTAKE

ROGUE

ROGUE

OCTOBER 29

A FILM BY FERNANDO MEIRELLES

BLINDNESS

THIS FALL,
OUR VISION OF THE WORLD
WILL CHANGE FOREVER.

blindness-themovie.com

MIRAMAX
FILMS
BRAND OF AMERICAN INTERNATIONAL PICTURES

Watch videos to get inspired:

<https://youtu.be/fQaDDCyp048>

https://youtu.be/Jz_IT9y0tEU

Set up your layout:

Step 1

Open **Photoshop** (or Pixlr) and make your new document

Using **Adobe Photoshop** make a new document **File > New Project** and enter the following:

- Width **13** inches
- Height **19** inches
- Resolution **240** pixels/inch

Step 2

Select a color for the background of your poster and then **Edit Menu > Fill** with foreground color you chose. Black works good for this, but any color could be used.

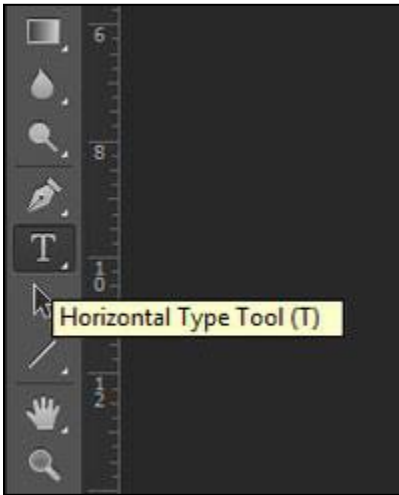
Step 3

Shoot an image(s) and add it to your image.

Step 4

Use the *Layers feature, layer blend modes, layer masking, adjustment layers, gradients*. from previous projects to develop the image for this movie poster. Look at the examples on the various sites given as resources to generate ideas.

Step 5



Use the (T) **TYPE** tool to add type to your poster. **REMEMBER** you can get better results with type (movie title for example) by typing them on separate layers, using different sizes, and fonts. Look at the titles in the example posters and recreate the same look for your movie title!

You should include the following:

- Movie title
- Date of movie opening (make it up)
- A **tag line** that gives you some more info about the movie beside the title alone. **Example** (Roommate Wanted)



Step 7

Credit / Billing block

The credits at the bottom of a movie poster are known as a ***billing block*** or ***credit block***. The credit block consists of the names and titles of many of the “above the line” talent, key crew members, and others involved in the production of a film. The billing also includes logos for film related properties, including the **MPAA rating** — these logos are known as ***bugs***. The order of names appearing in the movie’s billing are tightly regulated (as many aspects of film production are) via contracts by the various actors, agents, producers, director, etc. For example, some directors invoke the infamous “a film by” above title credit in their film’s billing. Once you factor in all these names and titles, space becomes a premium in the billing block. That’s where a condensed typeface comes into play. Most good ultra condensed typefaces (usually sans serif) will work in a billing block.



Last step:

Save it in a Google Drive folder!!!

Also submit to Schoology