



St. Anne's Sixth Form

Get Ahead Tasks

Graphics BTEC

Design your own Movie Poster

Objective: This assignment aims to introduce you to the fundamentals of graphic design, allowing you to explore creativity, typography, colour schemes, and composition by designing a movie poster for a film of your choice.

Instructions:

1. Choose a Movie or Create Your Own Concept:

- Select your favourite movie or invent a completely new movie idea.
- Think about the genre, theme, and key elements of the movie.

2. Research:

- Look at various movie posters for inspiration.
- Analyse different styles, use of colour, fonts, and imagery.

3. Concept Development:

- Sketch out your ideas on paper first.
- Decide on the main visual elements you want to include (e.g., main character, key scene, symbolic elements).

4. Design Elements:

- **Title:** Make sure the movie title is prominent and eye-catching.
- **Tagline:** Create a catchy tagline that summarises the movie's essence.
- **Imagery:** Use images, illustrations, or graphics that capture the mood and theme.
- **Credits:** Include space for director, actors, and other key contributors (can be fictional for this assignment).

Subject Leader: **Ms S Marcou**

Exam Board: **Pearsons BTEC L3 Art and Design**



St. Anne's Sixth Form

Get Ahead Tasks

Graphics BTEC

5. Colour Scheme:

- Choose a colour palette that aligns with the movie's theme.
- Experiment with different colour combinations to see what works best.

6. Typography:

- Select fonts that match the movie's genre and tone.
- Ensure readability and visual appeal.

7. Software:

- Use any graphic design software you are comfortable with (e.g., Adobe Photoshop, Illustrator, Canva, or even free online tools).

8. Final Touches:

- Add finishing touches and make sure all elements are balanced.
- Pay attention to alignment, spacing, and overall composition.

Submission Requirements:

- Submit a digital copy of your movie poster in PDF or JPEG format.
- Include a brief explanation (150-200 words) of your design choices, such as why you chose certain colours, fonts, and imagery.

Evaluation Criteria:

- Creativity: Originality and inventiveness in the concept and design.
- Design Skills: Effective use of design principles such as colour, typography, and composition.
- Clarity: Clear communication of the movie's theme and genre.
- Overall Impact: Visual appeal and ability to capture attention.

Resources:

- <https://unsplash.com/>
- <https://picjumbo.com/>
- <https://pixlr.com/editor/>
- <https://www.flickr.com/photos/britishlibrary/albums/>
- <https://publicdomain.nypl.org/pd-visualization/>
- <https://www.youidraw.com/apps/painter/>
- <https://www.photopea.com/>

Subject Leader: **Ms S Marcou**

Exam Board: **Pearsons BTEC L3 Art and Design**