



Project 2 — Movie Poster

Process Book

DES 202 Fall 2024
Vivienne Tran

Project Statement

This project delves into a hands-on experience with large-scale print production and aims to investigate the connection between type and imagery by creating an attention-grabbing design that effectively promotes a product or concept. The design goal of this project is to capture the essence of a chosen film in one graphic that reels an audience but approaches the subject in a subtle manner. The final design will not reveal everything, but will hold the atmosphere of the film that carries onto the onlooker. To accomplish this goal, I researched the film, taking note of the aura and symbols scattered throughout scenes in order to craft a successful design.

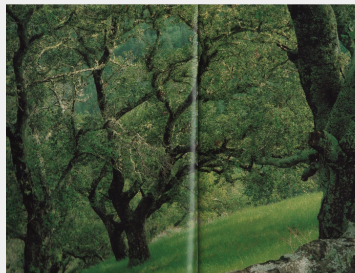
One Million Yen Girl

Original Poster



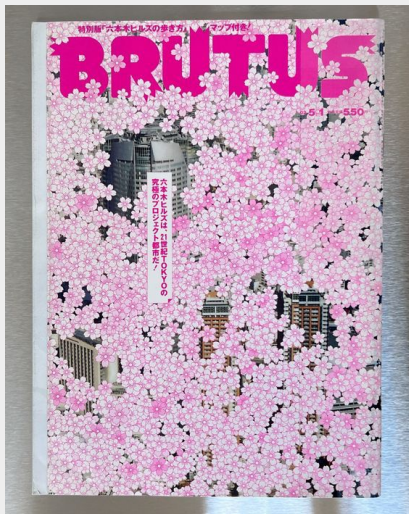
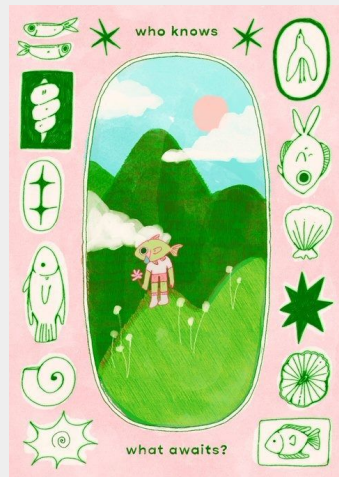
Project 2 – Movie Poster

Visual Research



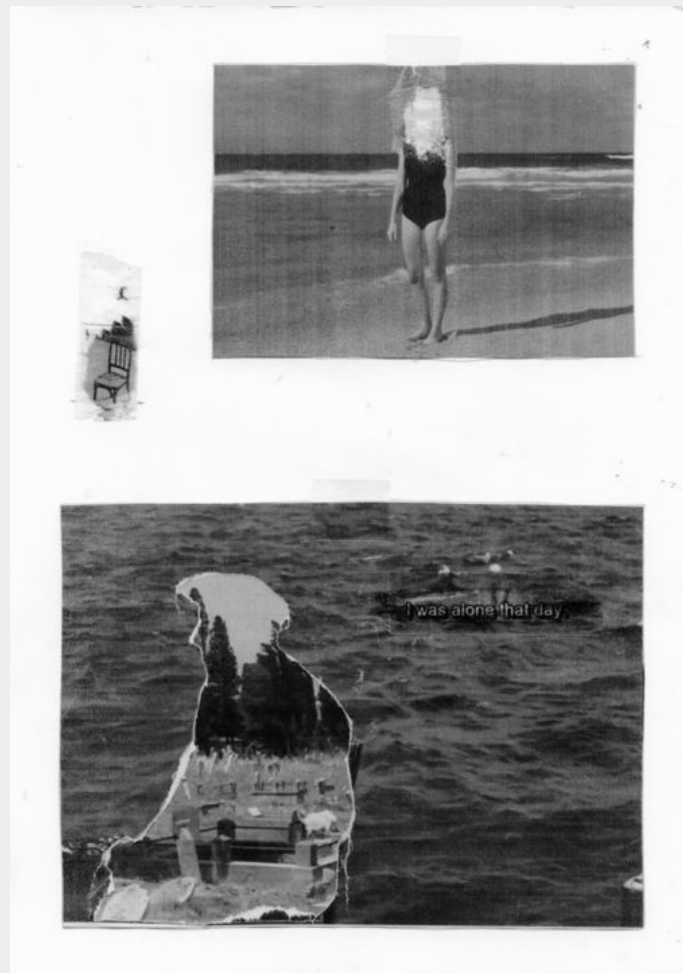
Project 2 – Movie Poster

Visual Research



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Visual Research



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Visual Research



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Visual Research



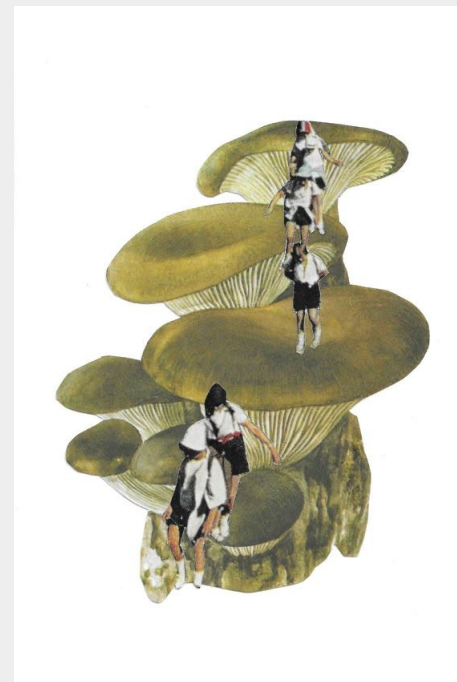
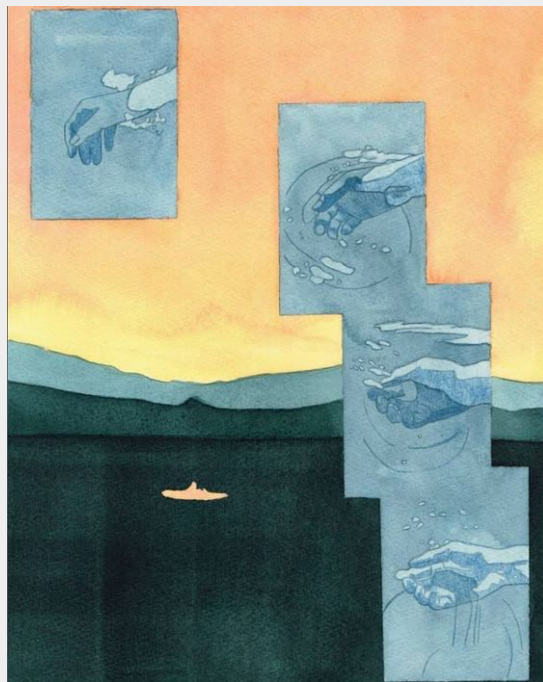
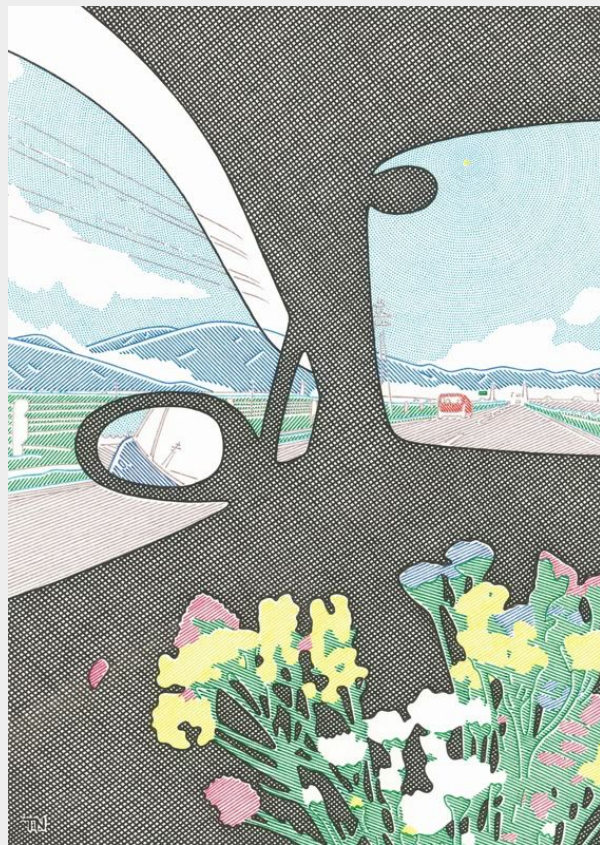
Project 2 – Movie Poster

Visual Research



Project 2 – Movie Poster

Visual Research



Project 2 – Movie Poster Font Research

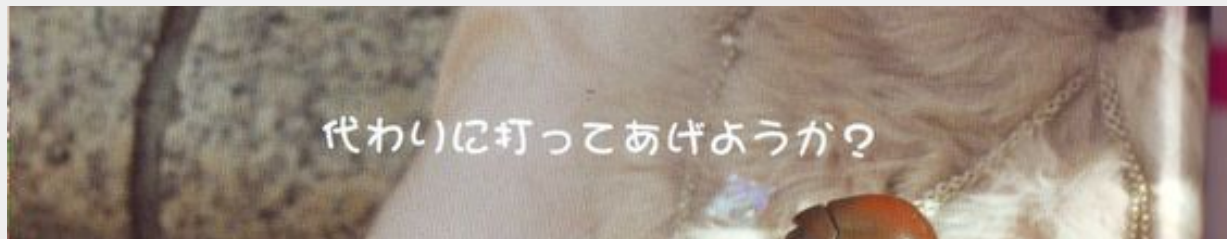
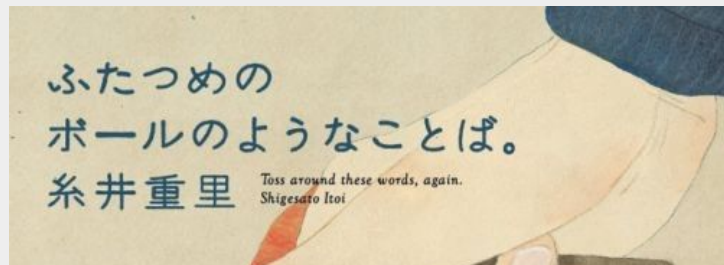


2015年12月7日(月)~12月26日(土)
時間→11時~19時(最終日17時まで)
場所→Gallery TAPIO ギャラリーたびお

二〇一五
小空間の二十日間展

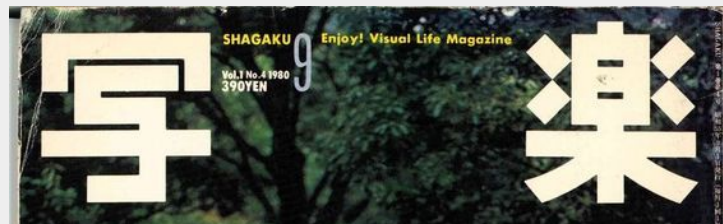
三十三年度のたびお
の小空間の二十日展

伊藤貴美子 西澤宏生 三浦恭三
久藤エリコ 能登健一 宮部美紀
高橋弘子 萩原静雄 YUKO
田中季里 林教司 吉田英子
留場ルミ子 藤川弘毅 吉田つとむ

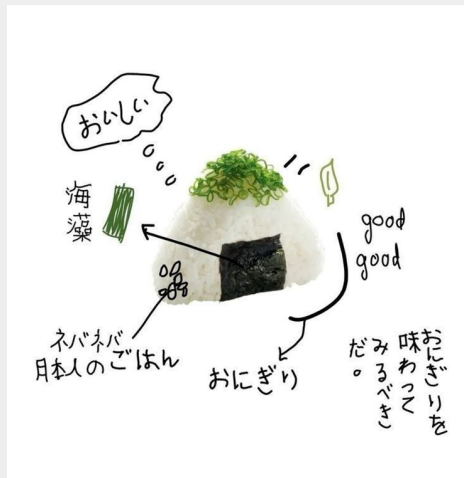


Project 2 – Movie Poster

Font Research



Project 2 – Movie Poster Font Research



Project 2 – Movie Poster

Font Research

I hope I can sleep soon...I still like to hear from you...it's probably not deep...pay me too much for the taste of your shoe...my stomach for eternity might be the first love some did we deserve it...just because we started it...when you drift farther away from me...I'll take a swing and fight my selfish self...I can't share

Avalon Emerson

protot
anxi
mayb
you've
come
money

09.10.21

enough at m... boy I am the lonely dog... I want to know how many times I could die...how many times almost now close was I...I want to know you're okay and I want you to know

think there's glory...waves of black and blue crashing my compass...all you rich friends in the city, all the cities who knew you

All...true black and blue love bat rolls down a shitty gravel dirt road

23:00 - 05:00

All Night Long

All Night Long

at Village Underground

London

What's That Sound?

THE NOISES GREW MORE AND MORE STRANGE AFTER MIDNIGHT. IT MIGHT NOT HAVE BEEN WHAT SHE HAD THOUGHT.

Illustration copyright 2021

BOK CHOY

KURICORDER POPS ORCHESTRA

YOTSUBA&♪

BASED ON COMIC BY KIYOHICO AZUMA
COMPOSED BY MASAKI KURIHARA

NINE LIVES

NONE LEFT

PEACH PIT

LIVE STREAMED FROM THE COMMODORE BALLROOM

17.09.20

TICKETS + INFORMATION AT PEACHPITMUSIC.COM

LIVE FROM INSIDE

Project 2 – Movie Poster
Font Research

One Million Yen Girl PT Mono

ONE MILLION YEN GIRL

Nekst Bold Regular

One Million Yen Girl

OCR B Std

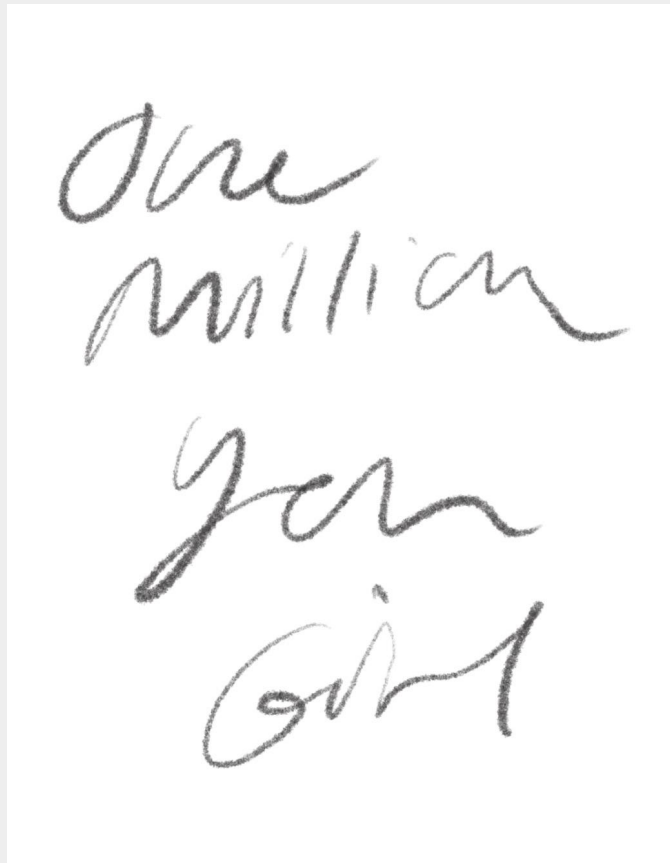
One Million Yen Girl

ONE MILLION YEN GIRL

Ayuthaya

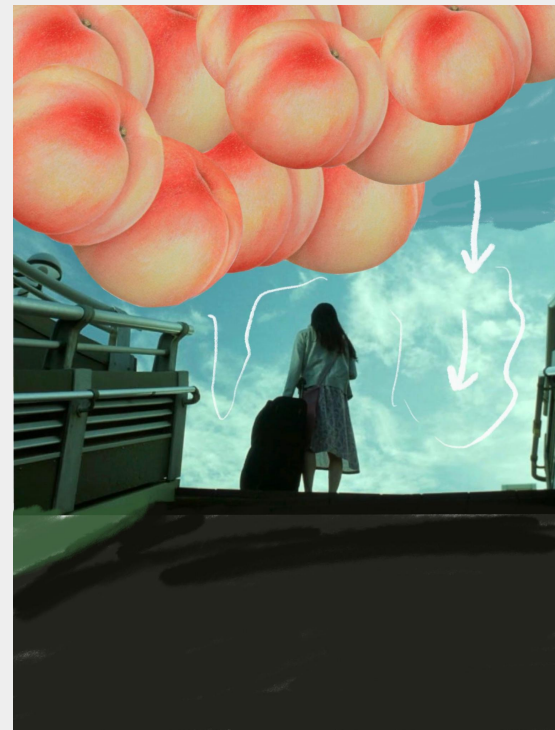
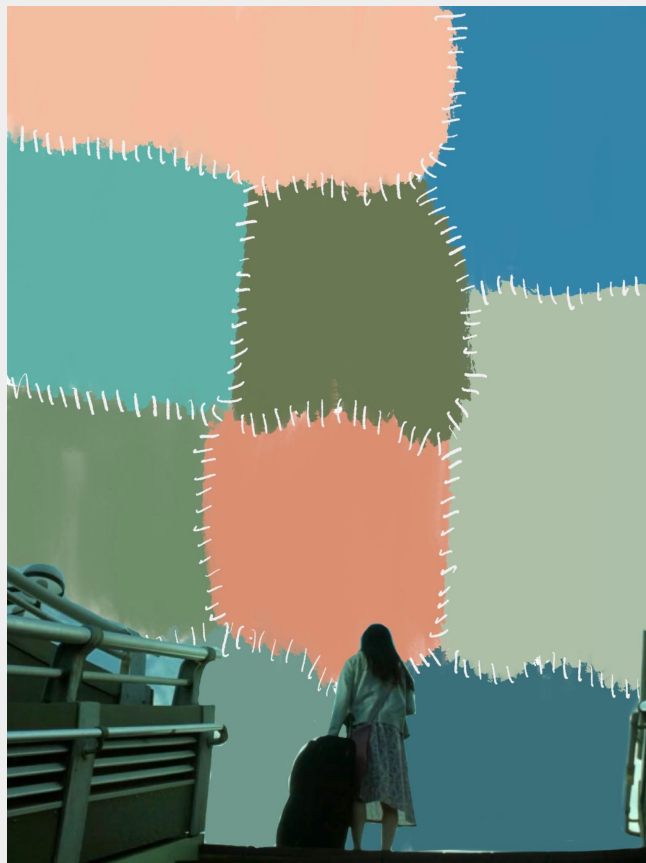
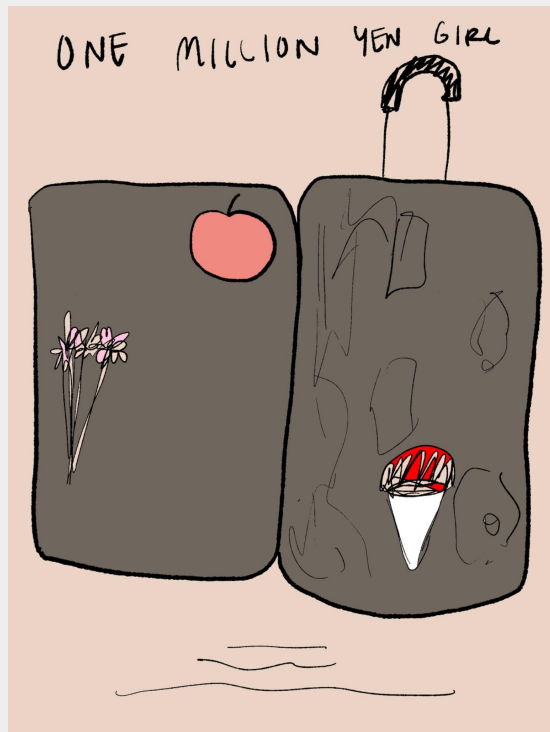
Project 2 – Movie Poster Font Research

Handwriting:



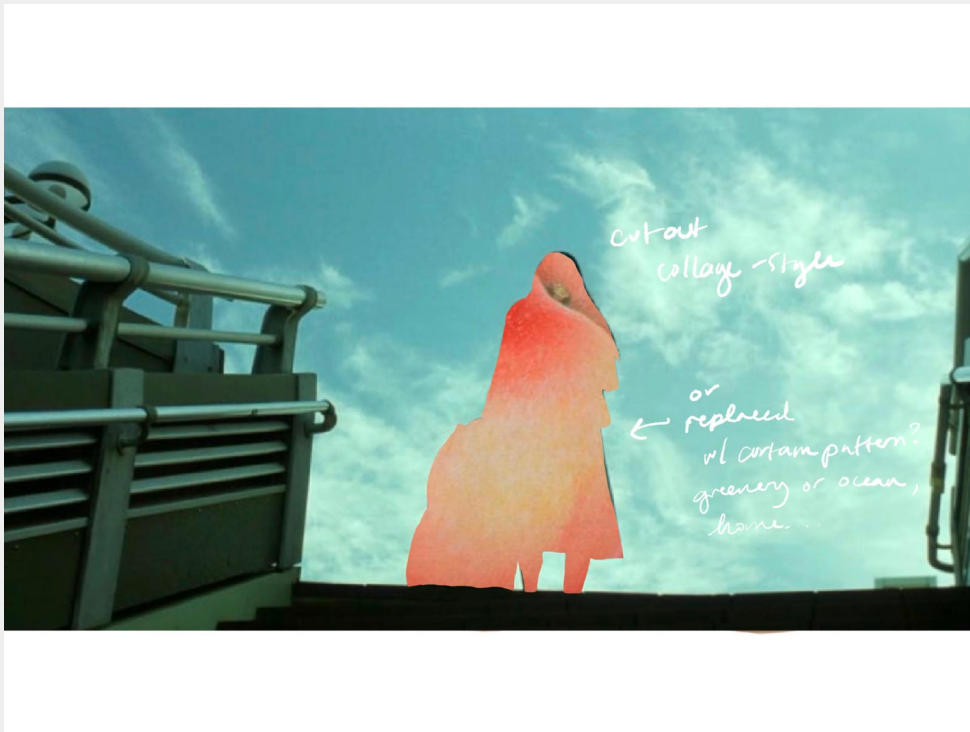
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Thumbnail Sketches



Project 2 - Movie Poster

Thumbnail Sketches

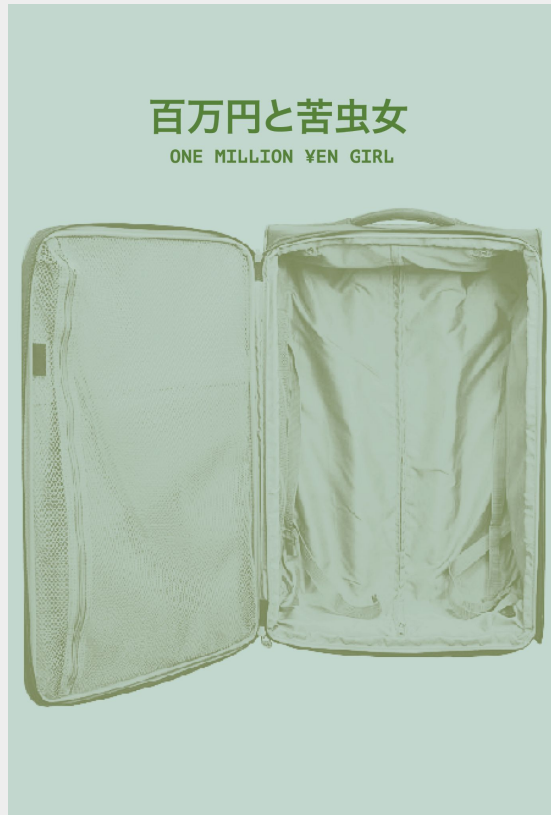


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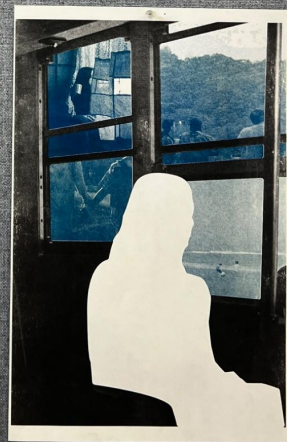
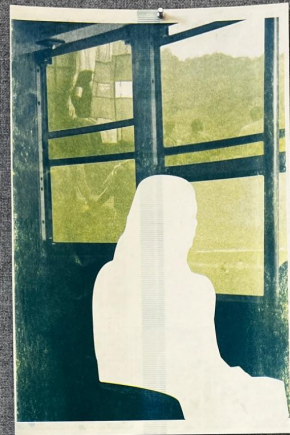
Thumbnail Sketches



Project 2 – Movie Poster Roughs



Project 2 - Movie Poster Roughs



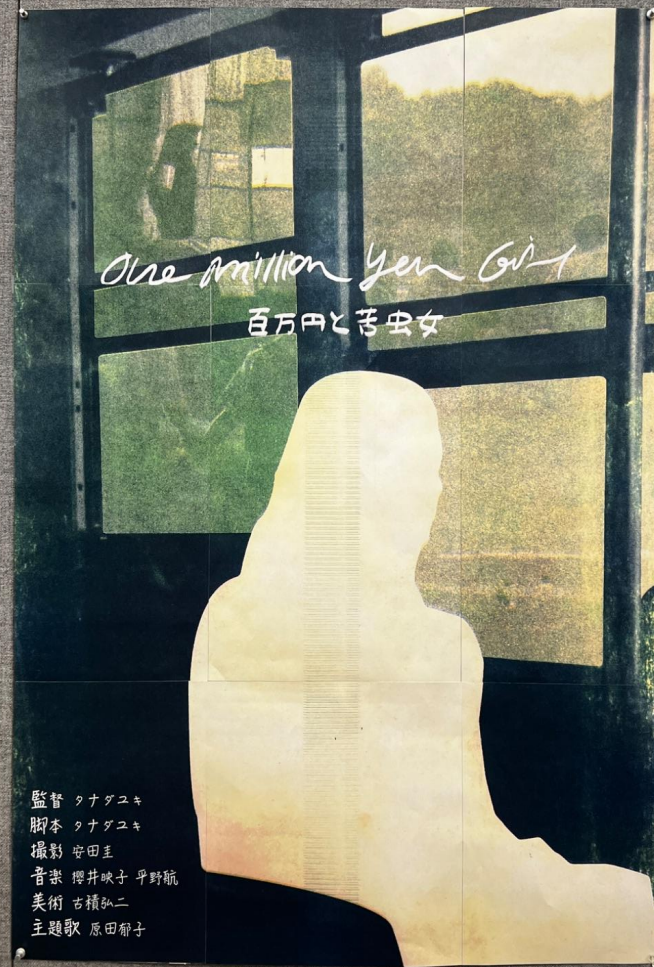
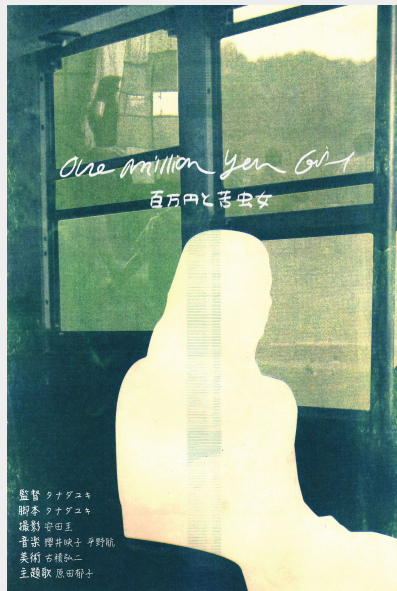
Project 2 – Movie Poster

Digital Versions

First tile-print →

Why it didn't work:

- Colors were too dark and green
- Bill-block not finished
- Title needed to be bit bigger and moved up
- Actors' names needed to be displayed
- Printer error in the middle of the silhouette needed to be edited



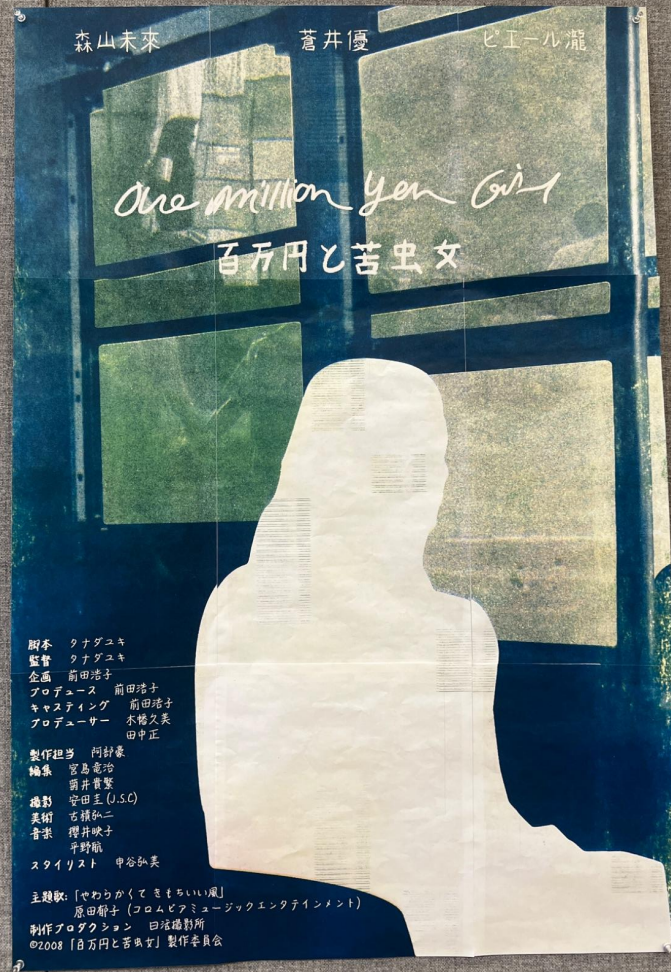
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Digital Versions

Second tile-print ->

Why it didn't work:

- Specific text in the billboard was too long and breathing space needed to be added



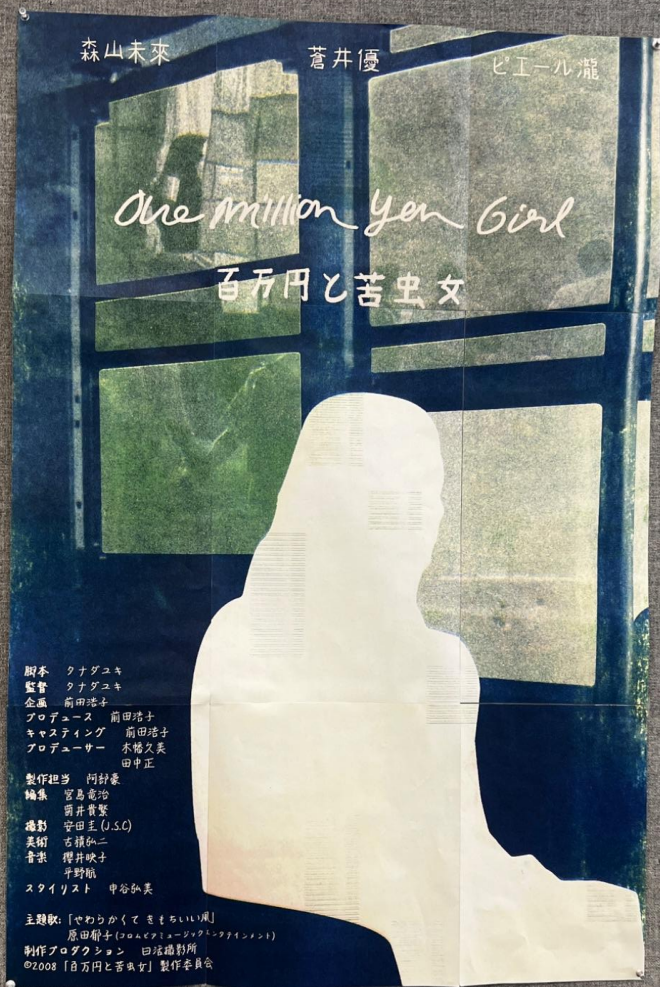
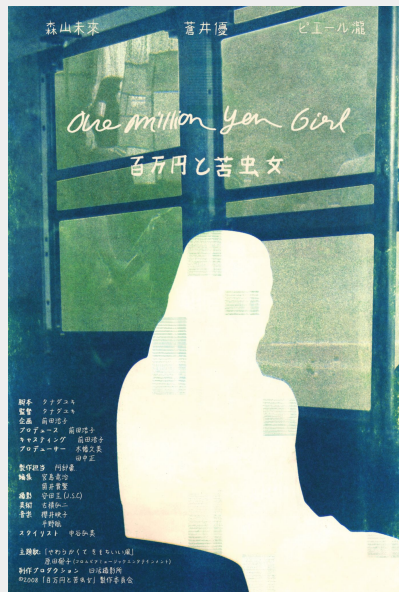
Project 2 – Movie Poster

Digital Versions

Third tile-print ->

Why it didn't work:

- Billblock was too large and distracting



Project 2 – Movie Poster

Digital Versions

Strip test and tabloids ->

Why it didn't work:

- Color was too dull on luster and too vibrant on matte (decided to go with luster)
- Title text was too fuzzy



Project 2 – Movie Poster

Final – digital version



Project 2 – Movie Poster

Final – printed version



(color is not accurate in this photo...)