

HW4: Create a unified look for the marketing of one of these hypothetical films...

Title: Antarctic.

Writer: Neil Dave.

Genre: Science-Fiction.

Logline: When an international team of scientists explore a cavern hidden deep beneath an Antarctic lake they discover an organism that predates biological life.

Title: Tasteless

Writer: Adam Conway

Genre: Comedy

Logline: A world renowned taste tester/food critic loses his sense of taste and struggles to discover who he is once his one defining characteristic is gone.

Title: Synapse

Writer: Matthew Sinclair-Foreman

Genre: Thriller

Logline: During a brain operation, a man has an out of body experience in which he witnesses a murder in the hospital. Debilitated by neurological post-op side effects, he must catch the killer before his investigation turns him into the next victim.

Title: Adult Camp

Writer: Kirk Lilwall

Genre: Comedy

Logline: In an attempt to save his childhood camp from being sold to a large corporation, Ryan changes the target clientele from children to adults. It's going to be an interesting summer!

Title: Short Term Forecast

Writer: Brad Sorensen

Genre: Comedy

Logline: After discovering a fax machine that can send and receive messages one day into the future, an impossibly inaccurate weather man struggles for career advancement while trying to maintain the space/time continuum.

Title: The Professor's Daughter

Writer: Josh Mason

Genre: Action/Adventure

Logline: In Victorian London, after Esther witnesses her genius father's kidnapping, she sets out around the world, using only her wits and her father's inventions, to rescue him and foil his kidnappers' plan to misuse his latest creation. Can she prove that she's more than just the Professor's daughter?

Title: Hypoxia

Writer: Daniel Silk

Genre: Thriller

Logline: A woman under Witness Protection awakens on a 747 to discover the pilots and passengers unconscious, the plane depressurized and masked men hunting her. With oxygen and fuel rapidly depleting, she must grapple with surrendering herself to save the 242 people on board.

Title: Traders

Writer: Hugh Quatallebaum and Joe Graceffa

Genre: Comedy

Logline: Two best friends in a Chicago trading firm are starting to question their relationships with their live-in girlfriends and starting to wonder if maybe the other guy has it better. Then one day, they wake up in an alternate world where....they've swapped girlfriends.

Name: _____

Per: ___ HW# ___

Brainstorm a unified marketing “look” of the film you’ve chosen from the list of hypothetical loglines.

Movie Title: _____

What two colors would you associate with this movie?

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Why these two colors?

Create a tagline or catchphrase that would create interest in the movie in just a few exciting or funny words.

Sketch an icon could evoke the theme of the film?

Sketch some imagery could evoke a scene from the film?

Sketch a view of the predominant setting of the movie.

Sketch a single letter from the movie title in a typography graphically linked to the feel of the film.

Bring some or all of your brainstorm ideas together in a draft your movie poster. Be thoughtful about your use of the principles and elements of design, e.g., color, line, contrast, shape, texture, unity, etc.

