

Title Project

OBJECTIVE:

Create professional looking film titles – the type of title that would be used on a film poster or DVD package. This will be achieved by choosing type styles that help communicate the words and message, and will be strengthened by an interesting use of type styles. The titles will then be combined with other graphics to create a complete book jacket or movie poster design. Design concept options will be explored beyond one obvious solution.

METHOD:

1. Select a title from the list. Research the subject. Discover the location, time period and the story line. Look up the definitions of the words. Create many thumbnails layouts to get some ideas of a type arrangement and type style choices. **The type should be the main element.** Sketch out graphics that you feel would be appropriate to use with the type.
2. Take your concepts to the computer and begin searching for the appropriate style of type that you wish to use. Feel free to experiment with different styles. Sometimes the unexpected is more interesting than the obvious. You must complete at least obviously different title options.
3. Only after you have completed the title designs, start looking for images (either photos or illustrations) that would help tell the story or intrigue potential readers of the book. **Once again – do not use clip art! Do not use photos or illustrations previously used to promote the movies or book! BE ORIGINAL AND CREATIVE! Do not use clip art!** Combine your titles with graphics to make finished poster or DVD package layouts that are appealing and interesting. Print color layouts on letter size paper, portrait orientation.
4. Mount the three designs on index stock provided to instructions provided in class. Mount a brief summary of story on back of the index stock.

SIZE: Three individual 6" x 9" vertical designs

REQUIREMENTS AND LIMITATIONS:

- Use at least two fonts, but not more than three fonts.
- The title must be the main element – any graphics would be secondary and much smaller than the type.
- Use color with no limitations, but remember color harmonies, value, etc.
- Include all of the words in the title and subtitle. The subtitle must be part of the main title.
- All of the type must be legible. All type in the title must be properly kerned.
- There must be obvious emphasis and hierarchy in the title.
- The style and arrangement should set the mood and help communicate the proper message.
- A brief summary of the story plot must be included in with the designs.

THINK ABOUT:

- What styles would be the most appropriate to communicate the concept?
- Consider the arrangement and alignment of the type – make it interesting.
- You may use an ampersand in place of the word “and.”
- Consider balance in the title and with the other elements.
- Contrast is important to legibility and visual interest. Strive for a harmonious contrast of type styles.
- The title should create its own shape, just like a logo. Consider the shape that the type arrangement will create. Do not make it too horizontal. If you do, the title will become too small on the design.
- Keep your type legible, but give it style. You may download fonts from the web.

GRADING: 100 points for each project

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TITLES:

1. A Million Ways to Die in the West Directed by Seth MacFarlane
2. The Wolf of Wall Street Story by Jordan Belfort
3. Oz the Great and Powerful Based on the work of L. Frank Baum
4. The Secret Life of Walter Mitty Directed by Ben Stiller
5. Snow White and the Huntsman Starring Charlize Theron
6. The Perks of Being a Wallflower Adapted from the book by Stephen Chbosky
7. Beasts of the Southern Wild Based on Juicy and Delicious by Lucy Alibar
8. The Girl with the Dragon Tattoo Starring Daniel Craig