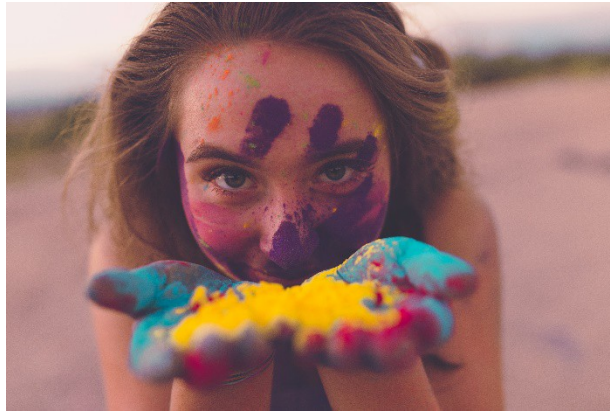


Photoshop CC Lesson: Design a film poster



Very short history of film posters

A **film poster** is a poster used to promote and advertise a film primarily to persuade paying customers into a theater to see it. Studios often print several posters that vary in size and content for various domestic and international markets. They normally contain an image with text. Today's posters often feature printed likenesses of the main actors. Prior to the 1980s, illustrations instead of photos were far more common. The text on film posters usually contains the film title in large lettering and often the names of the main actors. It may also include a tagline, the name of the director, names of characters, the release date, and other pertinent details to inform prospective viewers about the film.

Film posters are often displayed inside and on the outside of movie theaters, and elsewhere on the street or in shops. The same images appear on websites, DVD packaging, flyers, advertisements in newspapers and magazines, and all other press related to the promotion of the film.

Film posters have been used since the earliest public exhibitions of film. They began as outside placards listing the programme of (short) films to be shown inside the hall or movie theater. By the early 1900s, they began to feature illustrations of a film scene or an array of overlaid images from several scenes.

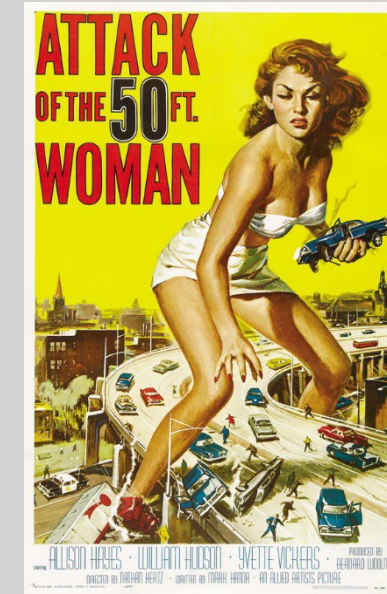
The first poster for a specific film, was based on an illustration by Marcellin Auzolle to promote the showing of the Lumiere Brothers film *L'Arroseur arrosé* at the Grand Café in Paris on December 26, 1895

Originally, film posters were produced for the exclusive use by the theaters exhibiting the film the poster was created for, and were required to be returned to the distributor after the film left the theater. In the United States, film posters were usually returned to a nationwide operation called the National Screen Service (NSS) which printed and distributed most of the film posters for the studios between 1940 and 1984. As an economy measure, the NSS regularly recycled posters that were returned, sending them back out to be used again at another theater. During this time, a film could stay in circulation for several years, and so many old film posters were badly worn before being retired into storage at an NSS warehouse (most often, they were thrown away when they were no longer needed or had become too worn to be used again). Those posters which were not returned were often thrown away by the theater owner or damaged by being outside

Beginning in the 1980s, American film studios began taking over direct production and distribution of their posters from the National Screen Service and the process of making and distributing film posters became decentralized in that country. As Hollywood cinema was disseminated into foreign markets, distinct hand-painted film poster traditions arose in Poland, India, and Ghana, with depictions of posters often varying from their original Hollywood versions based on the artistry of local painters.



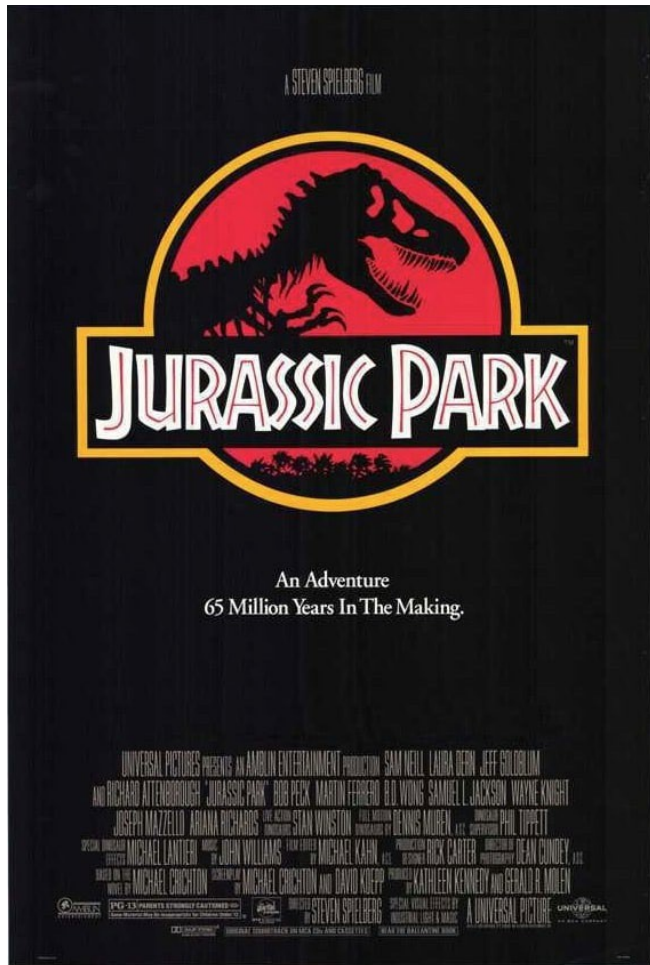
1931 Film Poster



1958 Film Poster

There are different types of movie posters.

One-Sheet Movie Poster



This type of poster is called a One-Sheet, it's the one you see all the time at the movies. This poster includes a billing block, informational text on the poster.

Teaser Movie Poster



"Teasers" are types of movie posters where movie credits, or even the title, are hidden. They have no billing block, they might show a date or mysterious wording.

Wild Posting Movie Poster



Wild posting posters would include any other posters found on displays such as web sites, the side of a building, top of a taxi or an online banner.

Elements found in movie posters.

Title

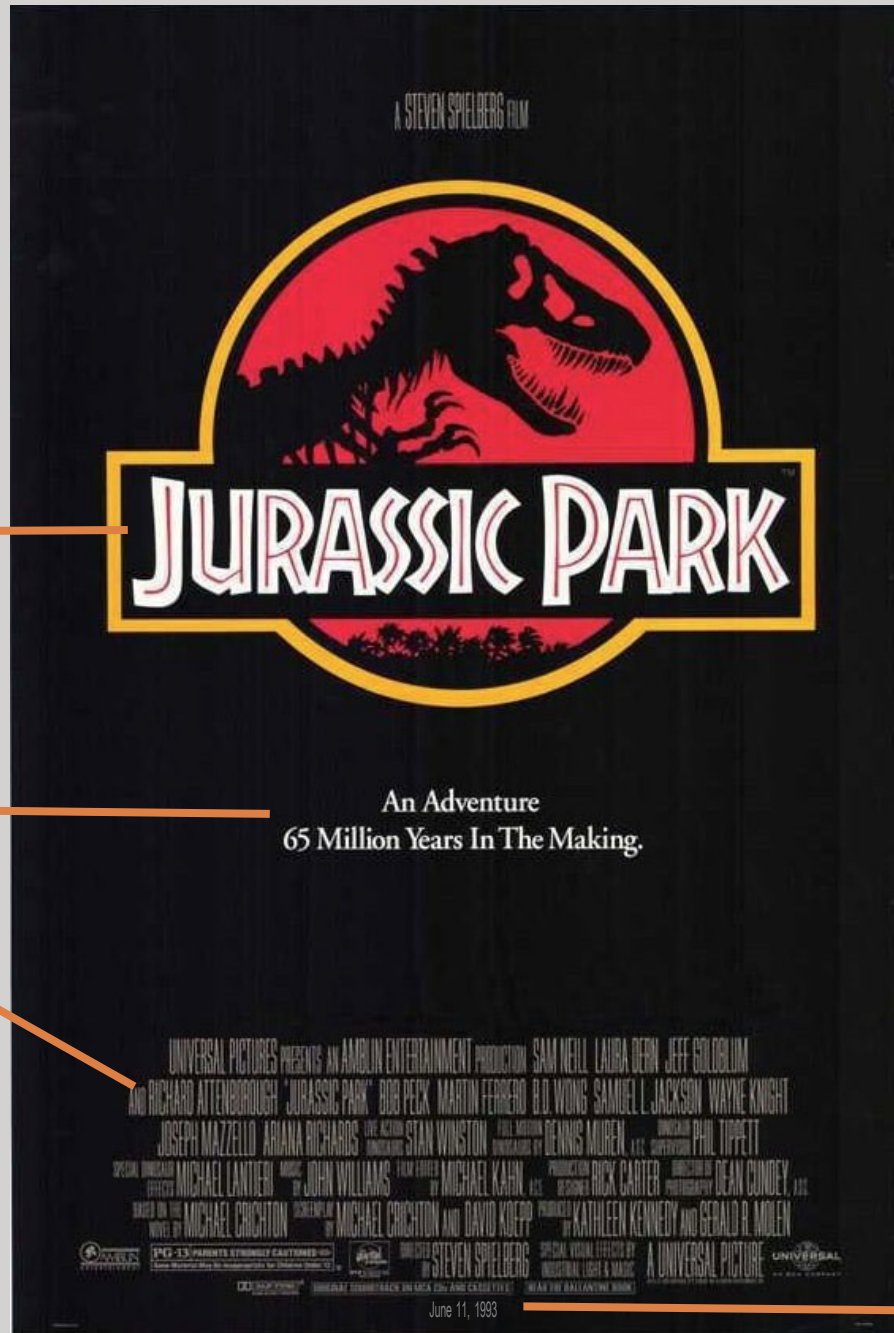
JURASSIC PARK

Tagline

An Adventure
65 Million Years In The Making.

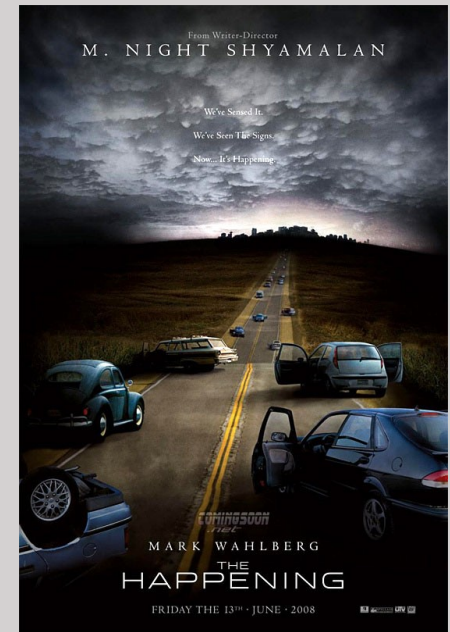
Billing block

The "billing block" is the list of names or information found in the bottom portion of the official poster. Some of the information may be higher.



Release date

Sample movie posters using the effect you will learn in this lesson.



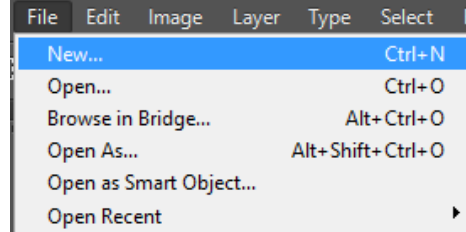
Poster sizes

Film posters come in different sizes and styles depending on the country. In the United States, a one sheet poster is usually 27 inches by 40 inches in portrait format. There are also bus stop or subway posters that are 40 inches by 60 inches in portrait format. The file you will be working on will not be so large, you will create 11 inches by 17 inches poster to practice your new skills.

Make a movie style poster from scratch using Photoshop CC.

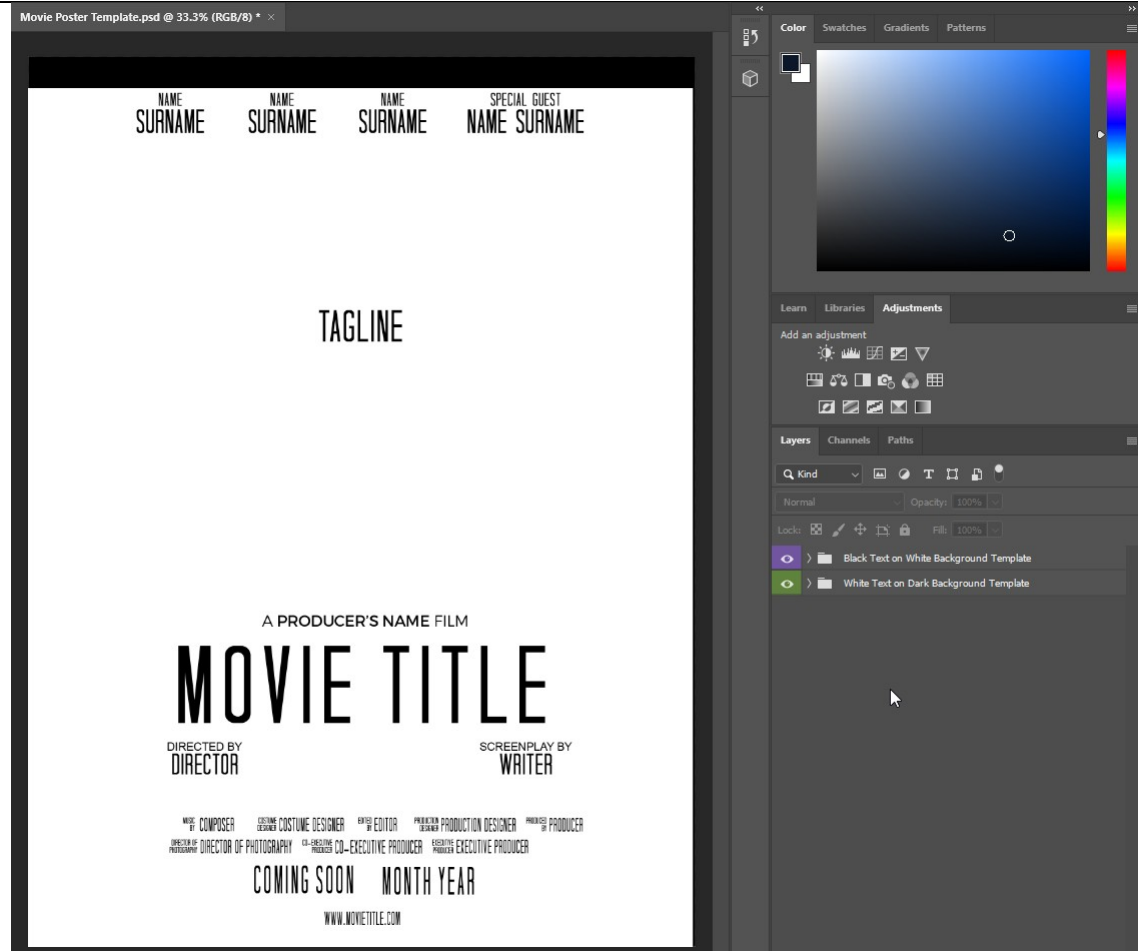
Before starting the lesson, ensure you have the Montserrat or talldark font installed on your computer. Ask your teacher if you need to install and where the font file is located.

Click File then New to begin your movie poster. Ask your teacher where to find the template and the images you need for this project.

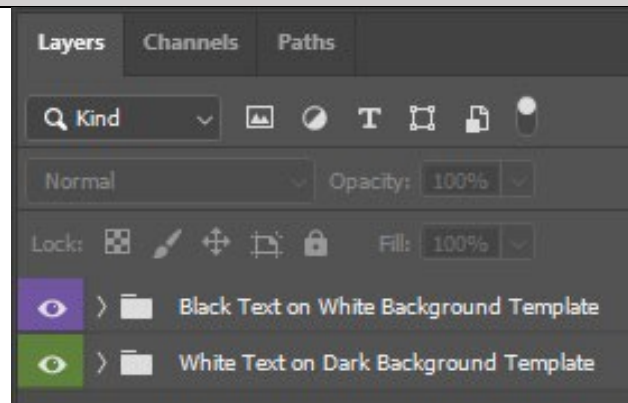


The name of the file is Movie Poster Template.psd and you will see this on your screen if you open the correct file.

The template is already set up for the correct size, 11 inches by 17 inches, and has all the elements of a film poster in black and white text for you to use with your poster.

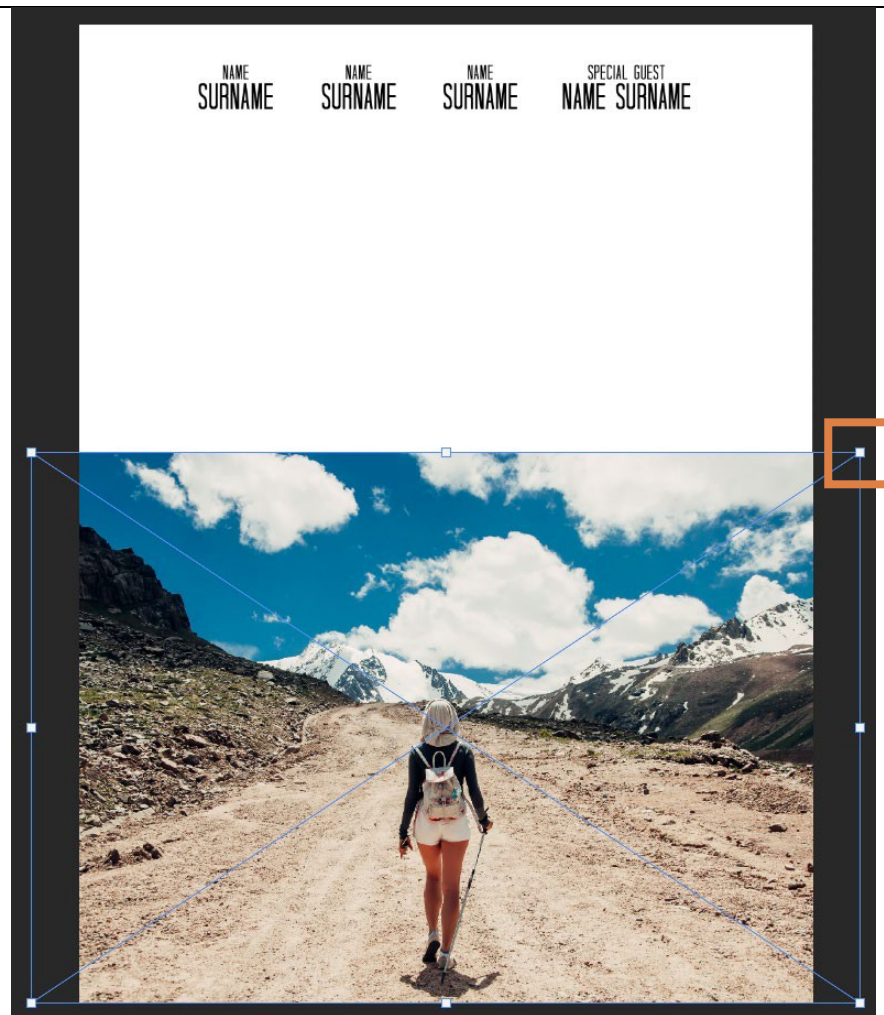


Notice the groups of layers you have in your layers panel. The violet group is for black text, you would use this if the images you chose for your poster are light colored. The olive group is white text if the images you chose are dark colored. You will change the information after you design your film poster.



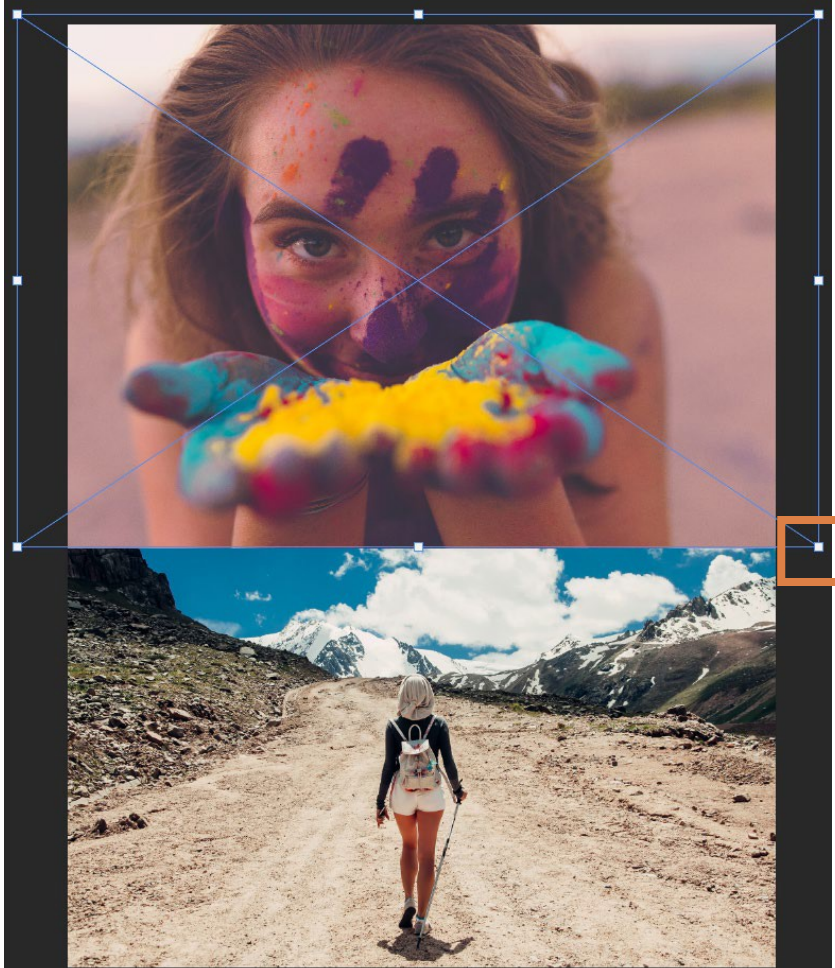
You can drag the image of the girl walking into your document. You will see the transform resizing corners. Make the girl a bit larger by dragging on a corner. Press Enter to accept the transformation. If you need to use the transform function again, press CTRL+T.

Use the move tool if you need to move the picture into place.

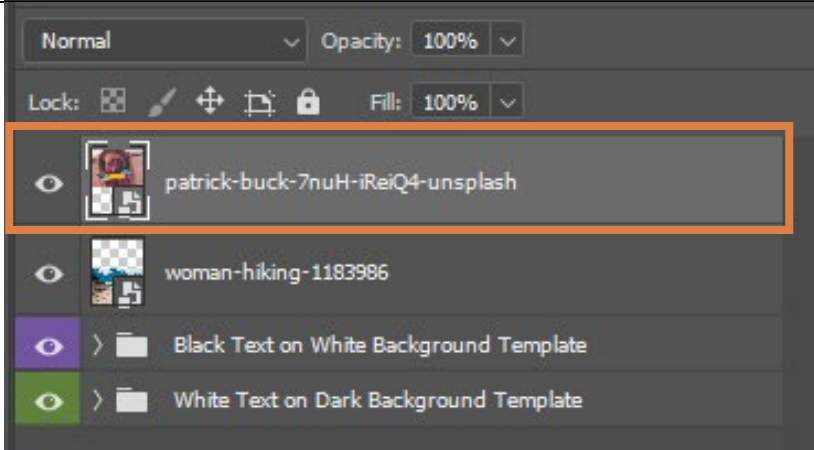


Now drag the image of the girl with the colored powder into your document.

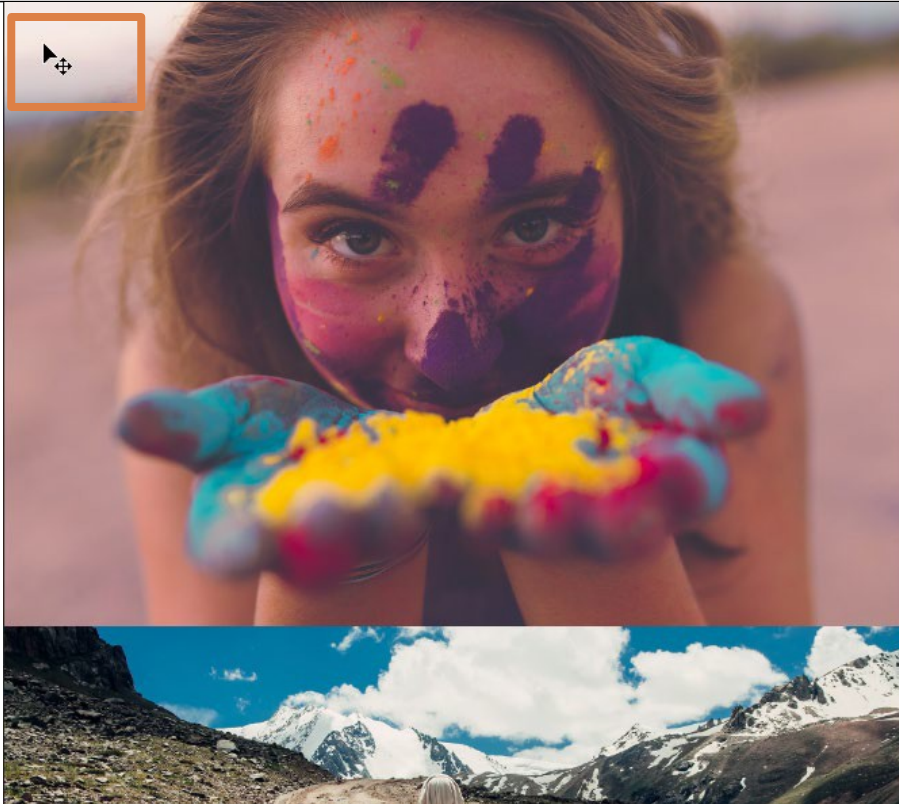
This picture should be aligned to the top of the image.



Make sure your layers look like this. It is also important they images have some overlap in order for the effect to work.

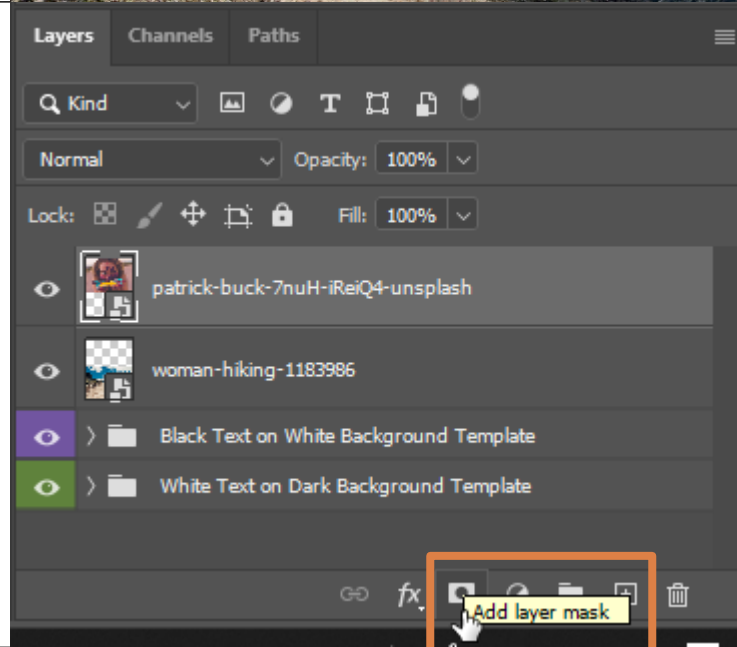


Use the move tool if you need to move the picture into place.



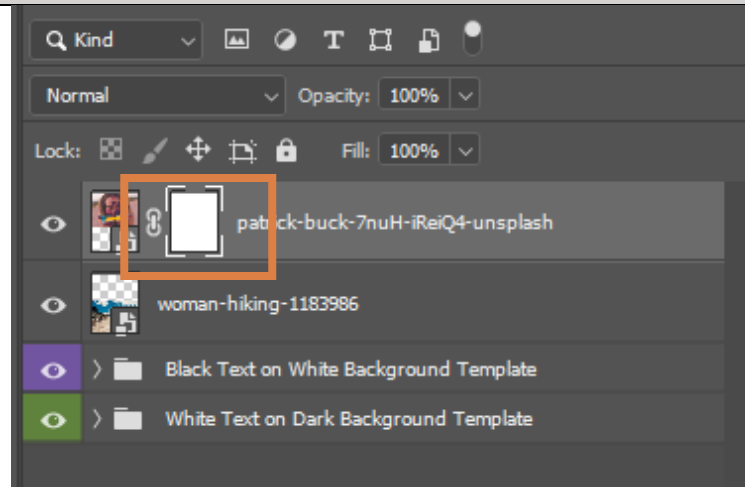
We can blend the images together now using a layer mask.

Make sure you click on the image on the top layer to select it and then click on the “Add layer mask” button one time.

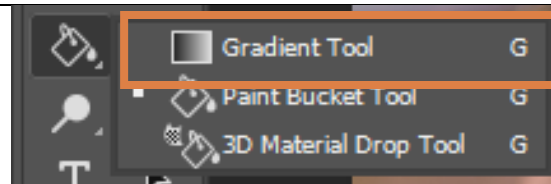


A layer mask thumbnail appears on the top layer. If the thumbnail appears in the wrong layer press CTRL+Z and try again.

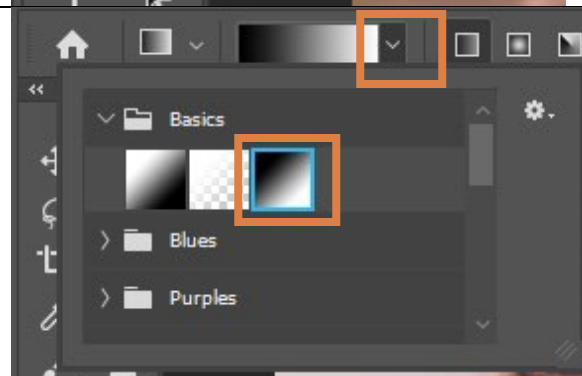
Notice the white outline, that means the layer mask is selected. Click on it one time if you do not see the outline on your layers panel.



Now you want to select the gradient tool from the toolbar.



Look up at the options bar for the gradient tool and click on the drop-down arrow. Click on "Basics" if you need to then click on the Black to White gradient.



Click anywhere else on the screen to close out of the Gradient Picker once you've selected the gradient.

Because of how we set up the images, what you have to do is start at the bottom of where you want the transition from one image to the other to begin.

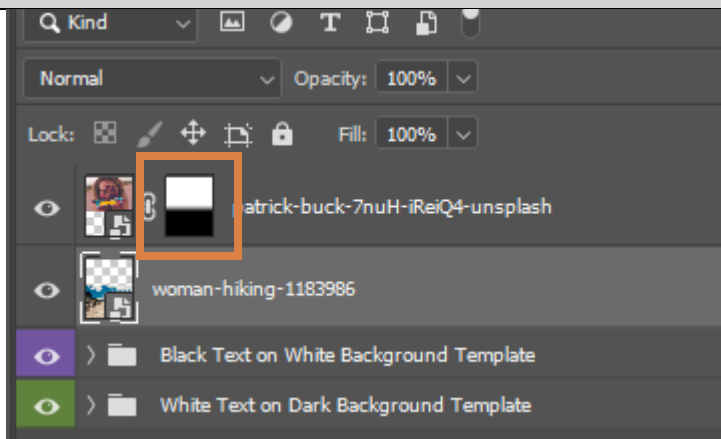
I started in the bottom image and dragged up to her hands. You might have to try in different places to get the best effect.

Release your mouse button, and the two images blend together at the location where you dragged out the gradient.

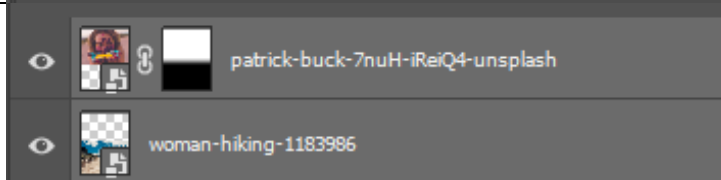


If you're not happy with how your two images have blended together, simply press **Ctrl+Z** to undo and try dragging the gradient again.

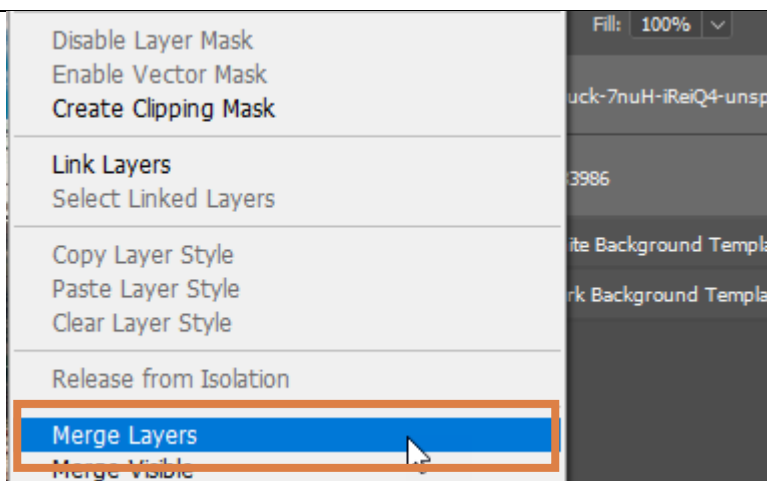
Notice the gradient you drew appears in the thumbnail now.



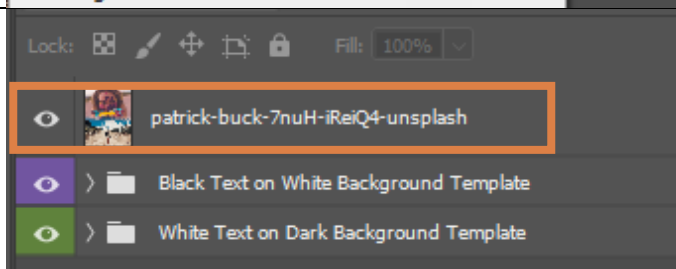
Click on the top layer then press the CTRL key and click the second layer from the top. They should appear a different shade of grey if they are both selected.



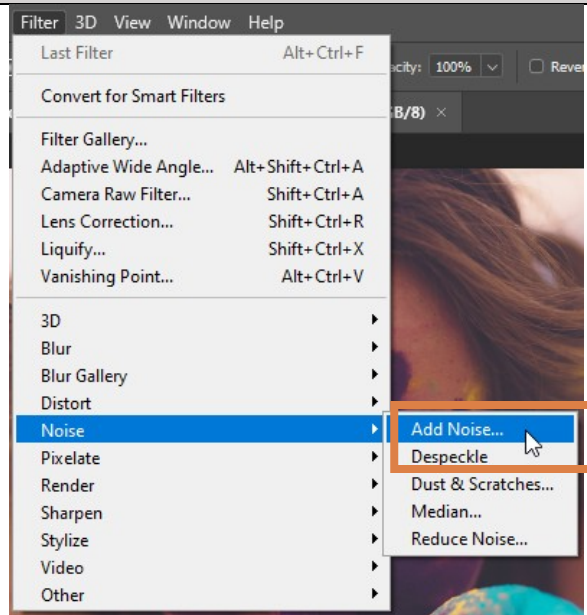
Right click on one of the layers and choose "Merge Layers" on the choices that appear.



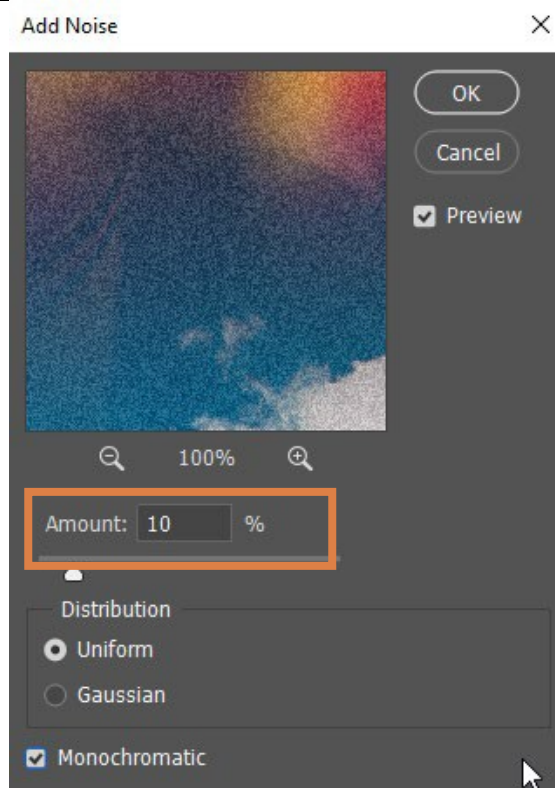
Your layers should look like this now.



Adding some noise to your image makes it look like there is a texture in your image. Click on Filter then Noise and finally Add Noise.



Set the amount to 10%. Make sure Uniform and Monochromatic then press OK.



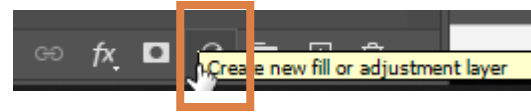
Zoom in to see the texture up close, it helps to blend in the images even better.



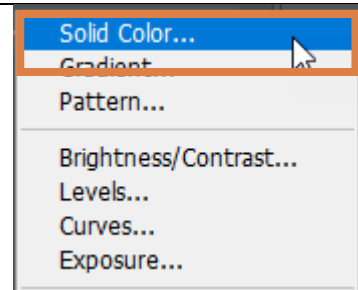
We're going to remove all the color from the image (desaturate) by pressing Shift+Ctrl+U. Your image should look black and white like this now.



Click on the Create new fill or adjustment layer.

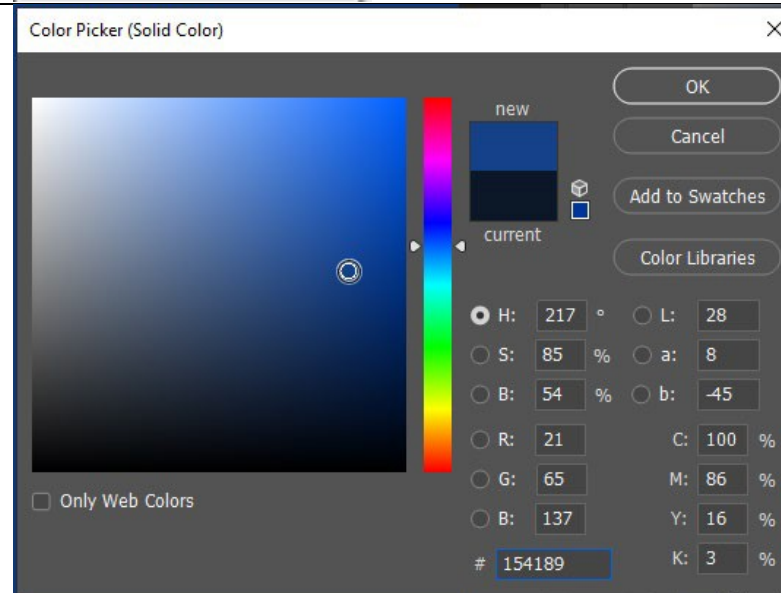


Select Solid Color.

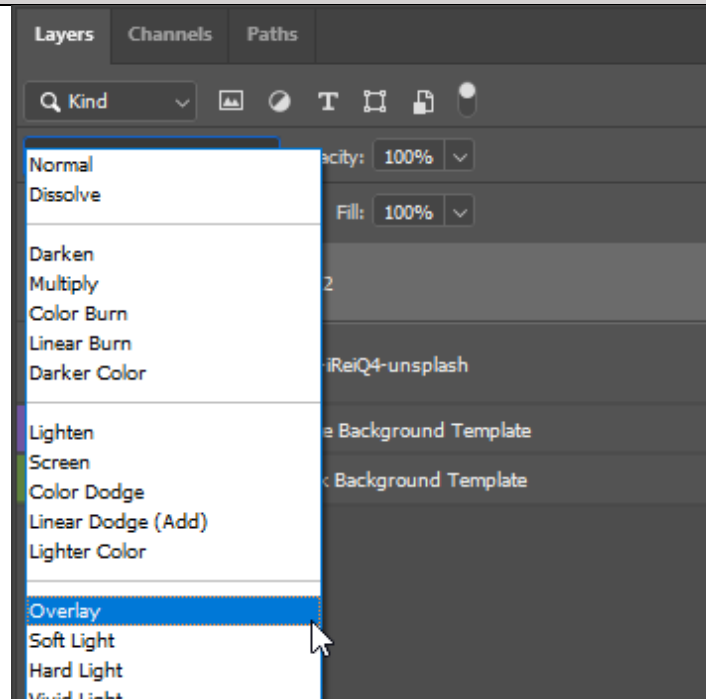


Click and drag to find a color you like or you can type in a hexadecimal color, I added #154189. Press OK.

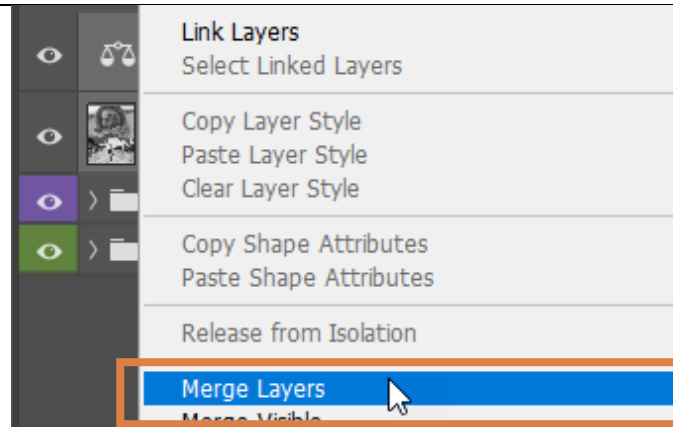
The image appears blue. You can't see your image here yet.



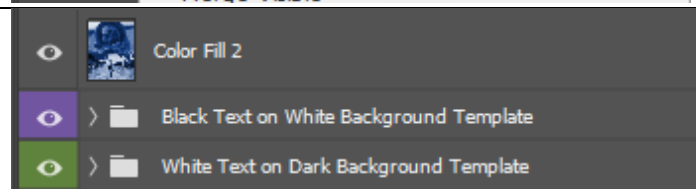
Change the blending mode to Overlay and your image will have the color you chose.



Select the two top layers using the CTRL key, right-click and select Merge Layers.

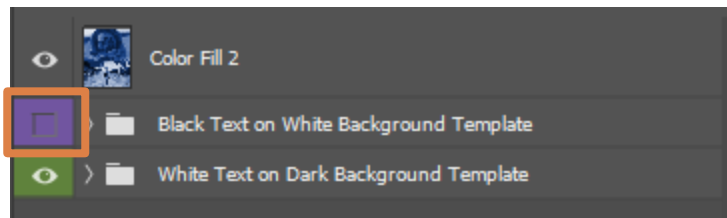


Your layers should look like this now.

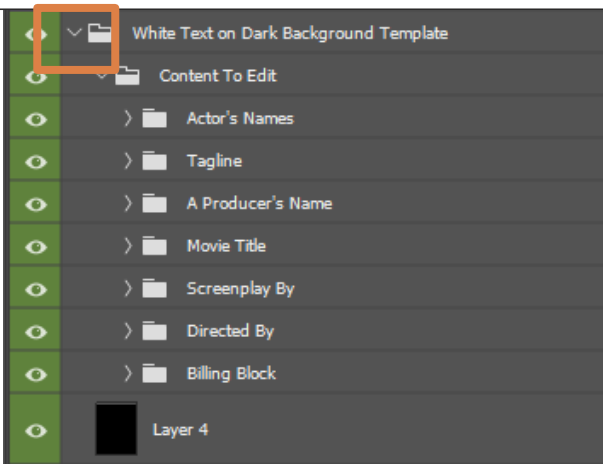


What you want to do now is click on the eyeball of the layer group called “Black Text...” so that layer is not visible anymore. We want the white text to show in our example.

Depending on the colors you choose you may need to use the Black Text layers.



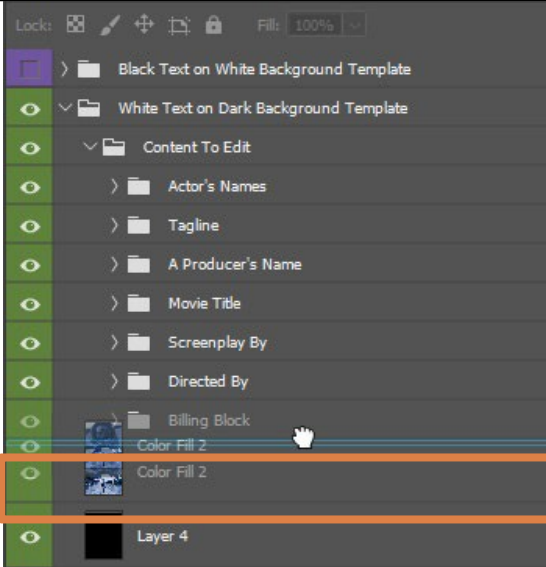
Click the symbol next to the folder of the White Text layer to open up all the white text. Notice the names of the folders: Actor’s Names, Tagline, Movie title...etc.



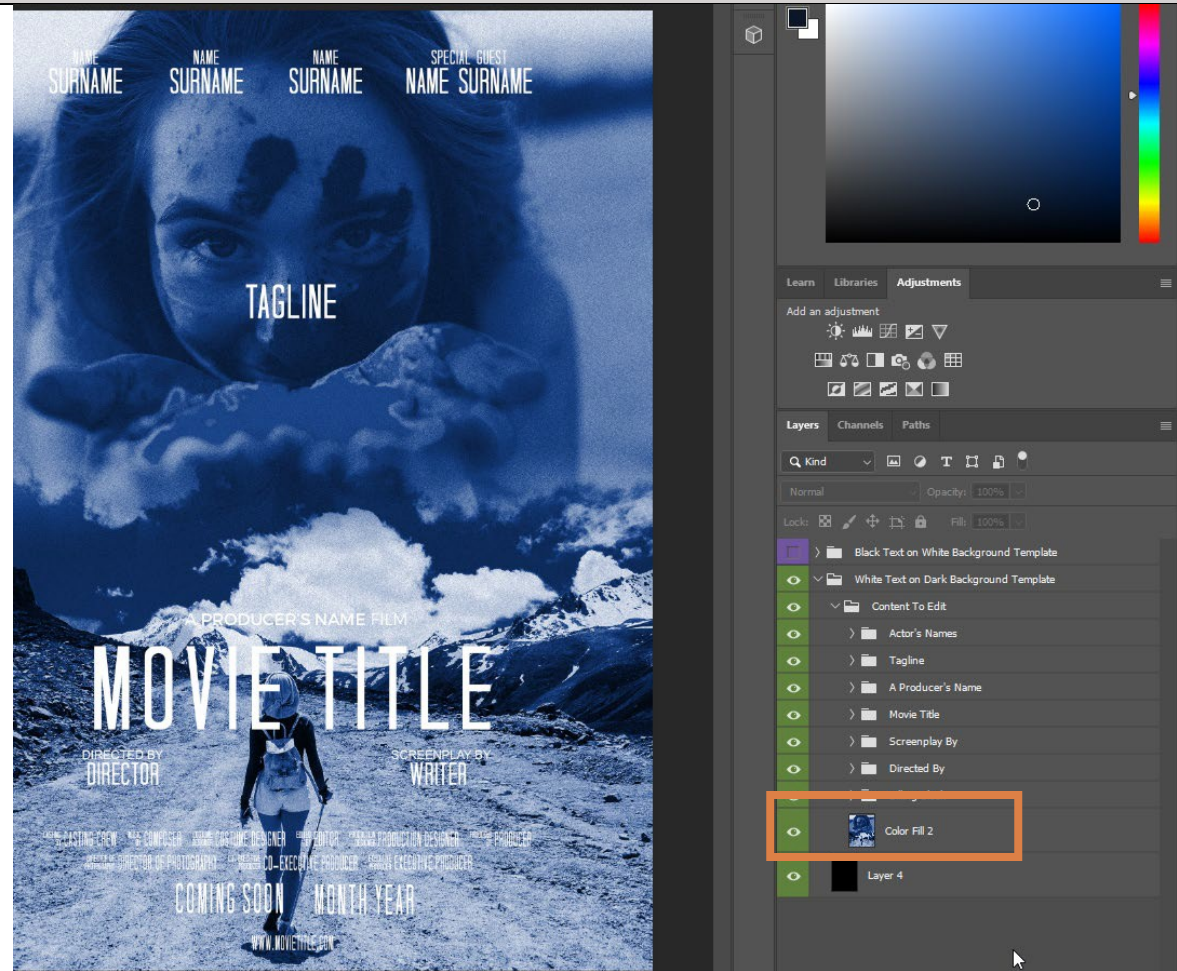
You will replace the information in the template with your name and friend/family names. Ask your teacher if you need to use ALL the text or if there are some you can turn off with the eyeball.

But before you can begin to do that you need to be able to see the text. Your image is actually covering up the text so you have to drag the image you made under all the text right above the black Layer 4.

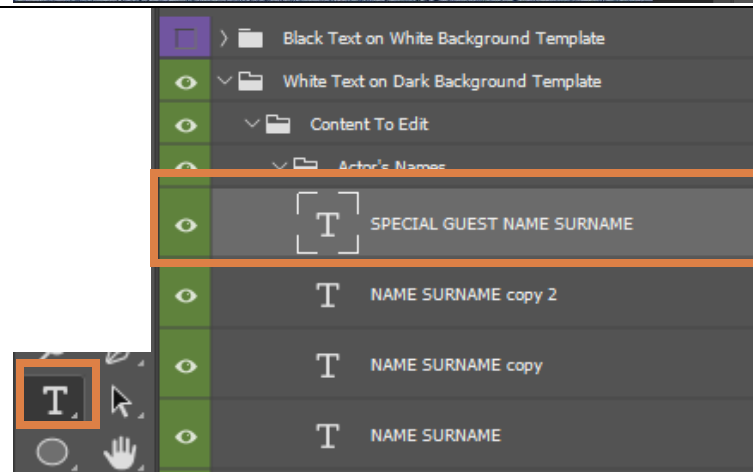
Make sure you see a double line before you let go of the mouse, otherwise the image might go into the “Billing Block” folder. If it does, press CTRL+Z and try again.



It should look like this now.



You may notice some of the text is difficult to read. For example, the actor name's along the top are difficult to read. Click on the Actor's Names group to open it. I will click on the type tool and click on the Special Guest Name Surname text to change it to: John Smith



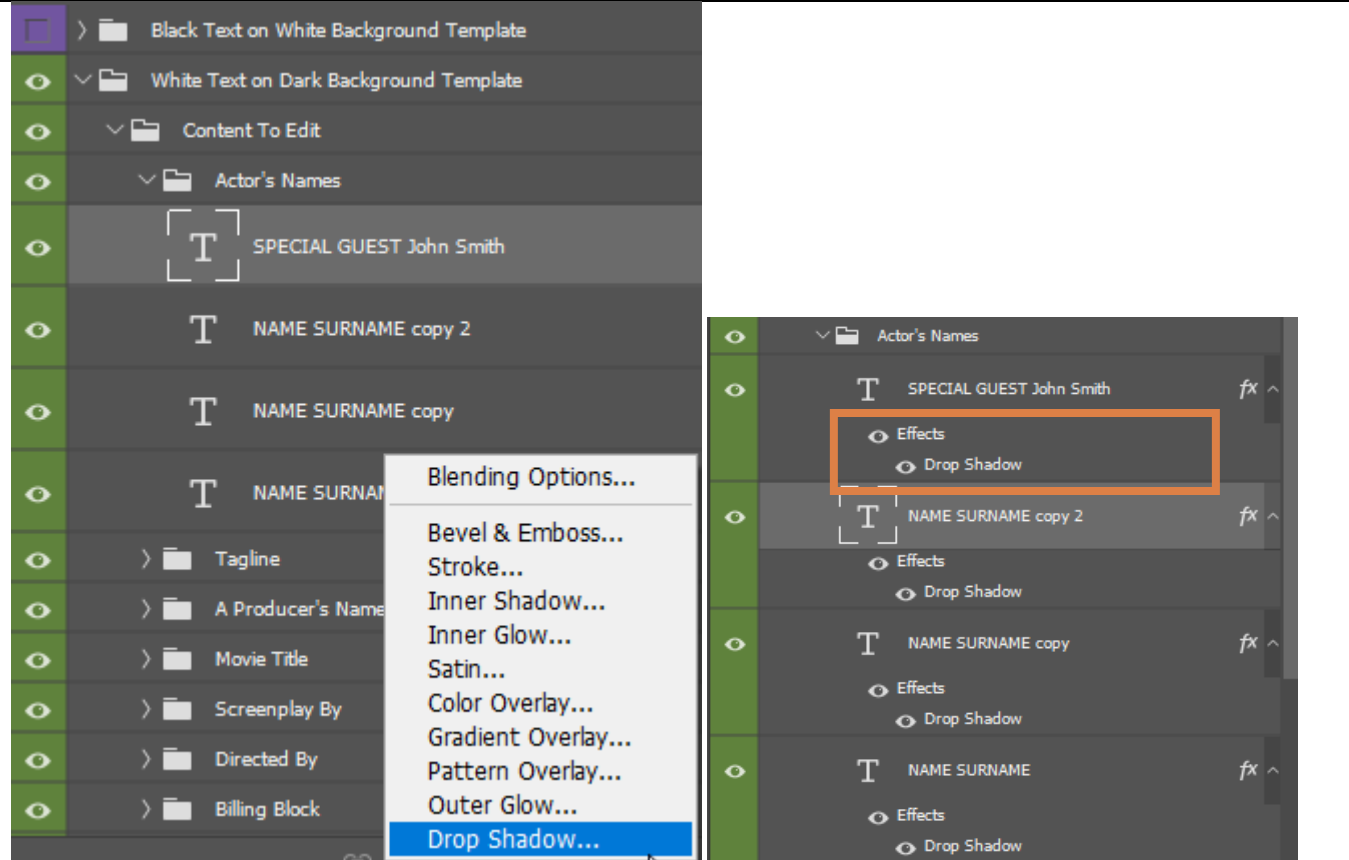
It should look like this; it is hard to read because of the light areas in the image.



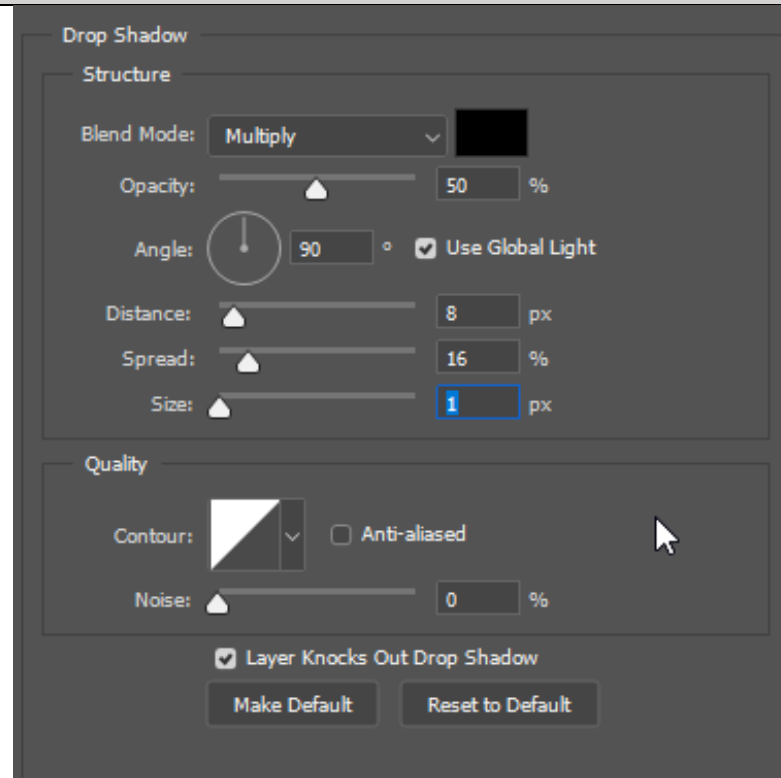
Click on the Special Guest text layer. Then click on the Add a layer style button and choose Drop Shadow. Click OK for the default settings.

The drop shadow will help the text be more legible. Remember, not all posters/text will need this.

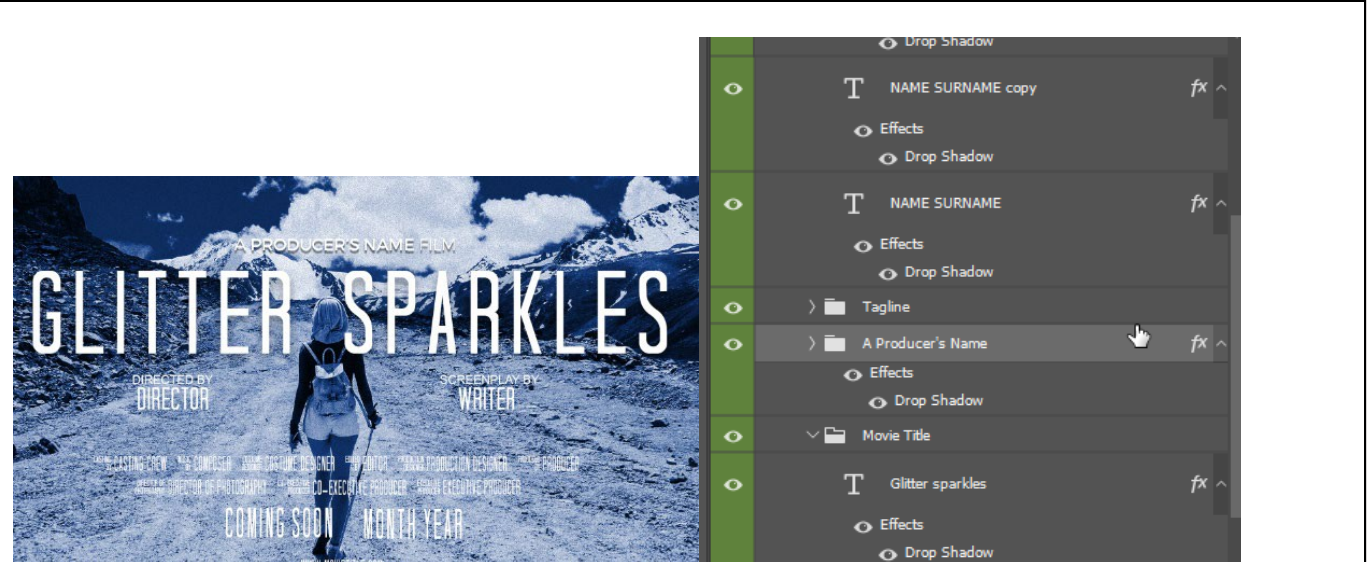
Note how the layers look after you have added a drop shadow to the whole row of actor names.



If the default settings do not make your text stand out enough, remember you can change the settings. You have done this in previous lessons. Change the opacity, distance, spread or size.



Here is the movie title after I changed the text and added the drop shadow.



Your final poster should have all the text changed, but it will look something like this when you are finished.



Rubric for your movie poster

1. Create your own movie poster.
2. Pick a topic for your movie (sci-fi, comedy, western, or horror).
3. Find at least 2 pictures to use in your poster.
4. Make sure you use the same techniques from the lesson so your pictures blend in well.
5. Add appropriate movie text (ex: director, actors, copyright...)

Rubric for this project:

Score	Description
4	Poster includes two images and the text blend seamlessly with all the appropriate text.
3	Poster includes two images that blend seamlessly but the text is not legible or text is not complete (missing block, title, etc.)
2	Images and text are not blended in seamlessly or the text is missing/not appropriate for a movie poster.
1	Missing pictures or text in poster. Must be redone for credit.
0	Project not found on network/did not submit online.