

Graphic Design Evaluation | Movie Poster

By Danica Widjaja

My poster is based on the "Horror" film genre. My film is titled "The Undead". The horror genre involves eerie and disturbing themes to create an unsettling ambience.

In my poster, the whole idea was formulated and planned effectively, resulting in a polished design. The knowledge to apply the tools helps to achieve this design. Some design elements and principles incorporated are space, the negative space around the main subject gives the poster simplicity and symbolism of isolation and seclusion. Emphasis is also used as the main focus is on the main character, and it brings eye contact to the main subject. Balance is also used, as the correlation of text brings symmetry and precision, making the poster look ghostly. Some changes I would make is to add more texture, specifically in the "puzzle pattern" to give it a realistic effect. I didn't apply enough of an "engraved effect" resulting in a lack of depth, as when I tried to add the effect it caused too much of an interruption in the face. Next time I would find a different procedure to add a deeper 3D look. I would also have spent more time creating my own "skull image" rather than using a stock image so it could fit and suit the face shape. I could do more research or even photograph a sculpture of a skull.

In my design, I aimed to achieve an immediate portrayal of the genre at first glance and attract the viewers' attention. The strengths of my poster were achieved in typography, the matching and correlation of this colour scheme bring collectiveness, this suited the theme of the movie and the tone of the poster, giving a classy aura. The self-taken image of the "main character" had a pristine backdrop giving a simple and lifeless theme to the poster. I did this by using a proficient camera to capture a clear image, also using a black backdrop.

If I were to complete this artwork again, I would spend the time adding detail in every aspect, especially in the texture, using my own images and using proper costumes to suit the storyline. From my experience, I was able to learn new skills and gain experience in the effects, filters and tools. I had to complete many versions of the design and trial different images that I photographed, experimenting with colours, filters, fonts and titles. I had to polish the design by getting inspiration from real-life posters and researching trending matters.