

Poster making

Most film posters will have the following basic elements:

- Title
- Tagline
- Image
- Billing Block
- Many will also have one or two of the actors' names prominently featured.
- Production company and film studio logos

The image may be a photograph, a drawing or a stylised logo. The billing block is essentially the **credits** for the film, featuring the names of the actors, producers, directors etc. Production Company and film studio logos, and film classification logos will also be arranged as part of the billing block. We've included two annotated examples here, and you should look closely at posters of films from a similar genre to your trailer to see what elements and ideas you can 'borrow' from their layout.

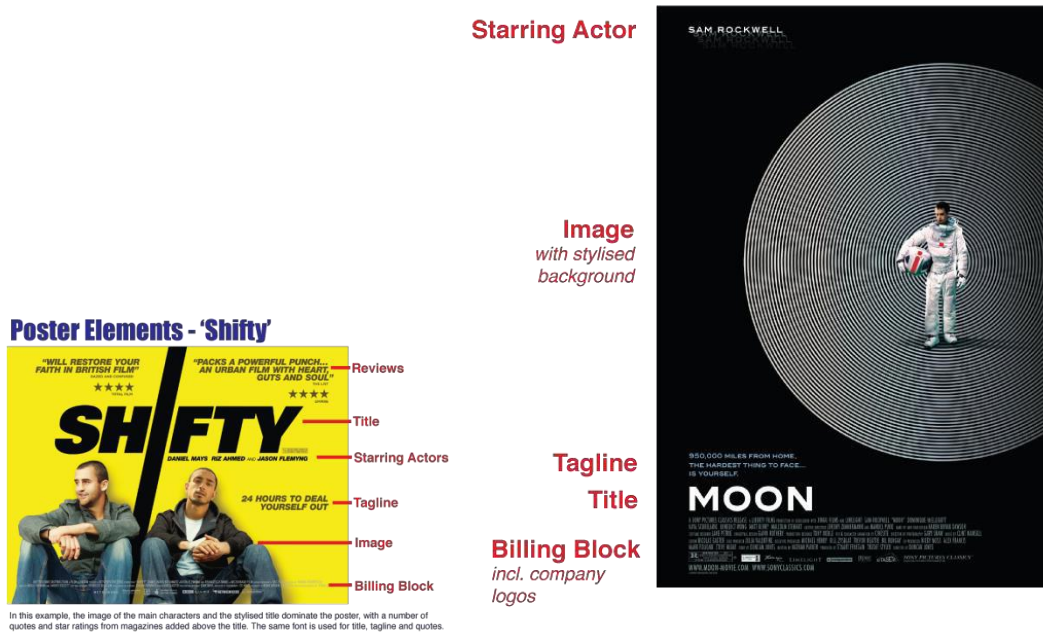
Poster Elements

Starring Actor

Image
with stylised
background

Tagline
Title

Billing Block
incl. company
logos



Poster Elements - 'Shifty'

Reviews

Title

Starring Actors

Tagline

Image

Billing Block

In this example, the image of the main characters and the stylised title dominate the poster, with a number of quotes and star ratings from magazines added above the title. The same font is used for title, tagline and quotes.

SAM ROCKWELL

850,000 MILES FROM HOME.
THE HARDEST THING TO FACE...
IS YOURSELF.

MOON

www.moon-movie.com www.paramount.com

Photoshop tips

Before starting work on your poster or magazine cover, you should think carefully about the images you want to use.

1. Use the highest resolution setting your digital camera has. This will allow you to print the work at a large size and retain all the detail.
2. Aim to take the photo against a plain background - preferably a pale colour to contrast with the actor and their clothing - beware of white shirts against a white backdrop, more on that in a moment!

Photoshop

You will be using Adobe Photoshop to edit individual photos before layering them with text and graphics in Adobe Illustrator.

Step 1 – Drag your image file onto the Photoshop icon (when you drop the image on the icon it will open the image in Photoshop).

Step 2 - Save the file with a **new file name** by using **'Save As'** -remember to set the quality to maximum in the save dialog.

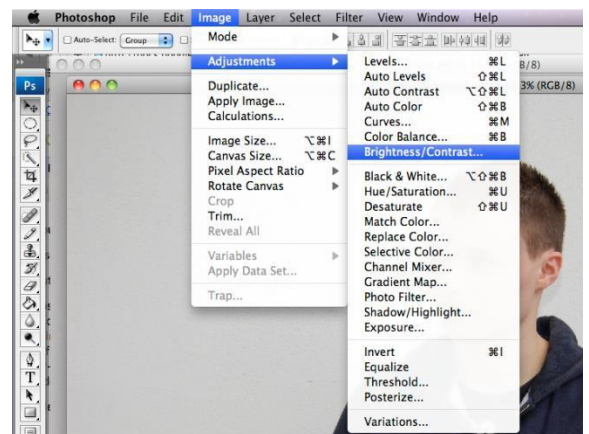
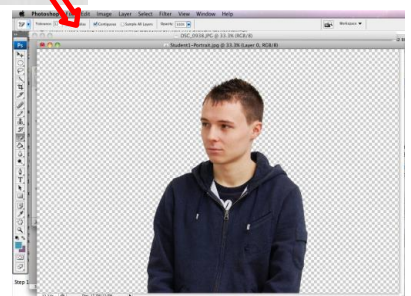
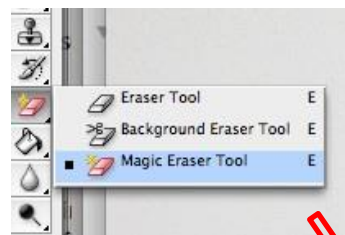
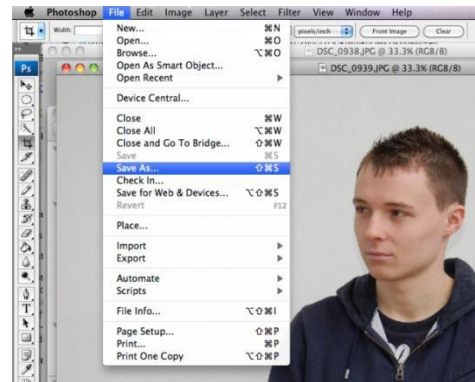
Step 3 – Remove the background by selecting the **'Magic Eraser'** tool from the toolbar - it's in the same button as the standard eraser, so you may need to click and hold on the eraser for it to show the Magic Eraser option. With Magic Eraser selected, click anywhere on your background and watch as it magically vanishes, leaving your character intact! If it takes away part of the character/object also, undo and then try reducing the brightness of the image first (see next step).

Step 4 – Make any adjustments to the image by going to the Image menu (at the top) and then Adjustments/**Brightness & Contrast** or colour settings.

Step 5 - **Save** the file as a Photoshop file (.psd) - This will retain the transparent background when we take the photo into Illustrator, allowing you to place other images, designs and text behind our character. It also allows you to come back and edit the Photoshop file later, whilst you are working with the image in Illustrator.



Step 6 – If time, be creative. Search some online Photoshop tutorials – that show you how to work with your photos using layers and some of the more advanced tools.



REMEMBER TO REGULARLY 'SAVE' YOUR WORK

Illustrator

Step 1 – Open Adobe Illustrator and then go to file/new. Name your file and select **A4** (when working on a magazine cover you may need to set a custom size at this stage). Choose **portrait or landscape**.

Step 2 – Start by creating a background. To do this, first choose a **background colour** and then click on the rectangle tool. This will enable you to draw a rectangle by clicking and dragging over your page. Make the rectangle slightly larger than the poster outline to ensure that colour will continue all the way to the edge when printing (known in the print world as 'bleed').

Step 3 – Create **new layer** and then insert your photo image. To do this go to 'File > **Place**' and navigate to your edited image. Click on the page to place your photo. Hold the SHIFT key whilst resizing your image to retain the correct proportions.

Step 4 - You can continue adding new layers and placing images and shapes as wanted.

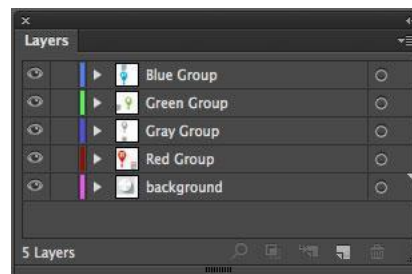
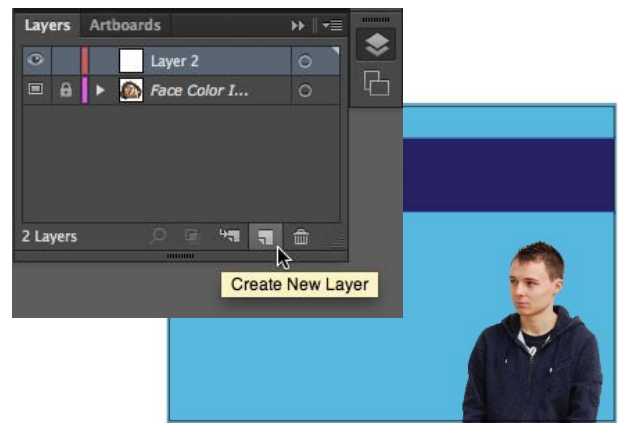
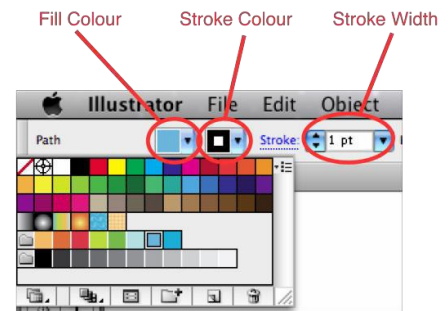
Step 5 – Arrange your **layers** – **Drag the layer** you want to be seen on the top to the top of the layers list. You can **lock** or **hide** layers –so that you don't change anything on that layer by accident. Or want to concentrate on a different layer

Step 6 – Add text by using the text tool (T icon in the tool selection pane). Click once on the page to start typing, or, click and drag to create a box to type in. You can then adjust font, size, colour, etc. to create the title, tagline, etc.

Step 7 – Add the billing block. Having studied other billing blocks, and worked out the roles you'll be assigning, select the Type tool and the Steel Tongs font (download if needed from www.fonts2u.com/steeltongs.font). *NOTE – You will have to zoom in close to read the billing block credits when you type it, as typically the writing on a poster is very small, with lots of film credit information. You will need to check out the steel tongs guide:

<http://www.abstractfonts.com/font/11551>

*Each **lowercase letter** corresponds with a credit title
Used **uppercase letters for the NAME.



Here the blue layer is the top most visible layer.

The background (bottom layer) will be covered by anything on the layers above it.



