

design project
summary

Film Promotion

Selecting a film of your choice ~ create promotional web campaign to announce the opening of the first showing and present the required information.

project brief

As part of the publicity team for a new release, your job is to promote the film by designing a promotional website, with the optional addition of a poster, to draw people away from their home screens and back into the cinema to enjoy the big screen. Use this project as a way to make a statement - either to bring back memories (for film classics or an older audience) or to generate curiosity (for newer or alternative films).

Take your chosen film and use its story, mood and genre for inspiration. Working on original and unusual approaches to page layout, create a visually engaging design that catches the attention of the audience and expresses the emotion of the film. Focus on the experience the film will provide the audience. Represent this through your choices of colour, typeface and layout, with a particular focus on using visual balance to express emotion.

If you choose to design the poster as well, ensure that the print design and the opening page of the promotional website are complimentary to each other and to their respective media.

deliverables

The website must contain:

1. *Opening page*

this is for the film itself and must include:

- Film title
- Director
- Producers
- Actors
- Date and time of opening

2. *Info page*

this is for the showtime information and must include:

- Times the film is showing
- Cinema details, including location

3. *Supplementary page*

this is for any optional information of your choice, for example:

- The film
- The story
- Reviews
- Recognition
- Genre

submission requirements

You are required to submit all working files for the final design, including visuals, drafts and plans.

The website must be online and viewable by the deadline.

assessment

Technical aspects (such as coding) will not be scored in this exercise. Your work will be examined for appropriate implementation of colour, type and aesthetic design.

Your mark will depend on the success of the visual impact of the final design, taking into particular consideration the concept, visual balance and expression and interpretation of the subject matter.

This project represents 35% of your total course mark.

online : <http://eyelearn.org/ma/projects/design-project-1/>