

MOVIES & **SOCIETY**

By

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Harry Potter

When recreating the Harry Potter 7 poster it was important to investigate how a simplified minimalist image could display a movie using recognisable elements from the movie and then displaying it how modern movie posters are displayed.

In order to create this image I sketched the glasses image and brought it into illustrator. Then using the pen and shape tool I traced the original image to create the main image for the billboard.

For the billboard image I used the shape tool in photoshop to create a green cover of the main picture and then used the vanishing point tool to overlay the main image with the correct perspective. I then used the dissolve blending method to create the desired billboard effect.

Finally to clean up the background for the image I used the selection tool to remove portions of the edges of the billboard and used the content aware function to blend it to the background.



BATMAN

Movie culture may not always be displayed on a billboard. Movies like Batman are often portrayed in a dark manner and as part of this project it should be displayed as such.

To create this image I used the levels adjustment to make the original alleyway picture a lot darker in order to portray the right mood.

I then took the pen tool in Illustrator and used it to trace the logo in order to add the spotlight to the path.

To create the Gotham post image I created a background of green with purple question marks. I then used the clipping mask function to have the background image incorporated into the Batman logo.

To then incorporate both the spotlight and Gotham post images into the alleyway I used the vanishing point filter to better merge the images into the main image. To then increase the blend into the image I reduced the opacity of each.



JAWS

Movies can become important parts of peoples lives. A movie like JAWS is considered a classic and in that vein I considered it important to develop a more modern version of the poster whilst still keeping as close to the original poster as possible.

To create this image I firstly deep etched out the original Jaws shark from the original movie poster as well as a diver from a separate underwater image. I then placed them into a under water image that I had adjusted to make darker in order to better present the final image.

Within illustrator I then used a custom type face in order to match the original movie. Then by using a clipping masks I was able to bring the shark in front of the typeface to create a better composition.

Finally I used a layer mask selection of the trees that were covering the billboard to mask part of the Jaws picture when bringing the two together in order to create a better composition.



THE LION KING

Often the movies we see as kids are the ones that stay with us the most. When creating this image I thought it important to see how movies that I loved as a kid may be represented in to-days society.

To create this image I began by creating a pattern in photoshop using the gradient and animal shapes. I then used the pen tool and custom shape function to create the rock and line portion of the image.

Then, when bringing the Lion King image into the billboard image I used the vanishing point transformation in order to align the image with the billboard to create a seamless composition. Then by reducing the opacity and using the dissolve blending method I was able to create the desired digital billboard effect.



IRON MAN

Often the words of movies are a more lasting memory of movies and how they are perceived in society

Firstly, when creating this image I used photoshop to up the brightness and levels of the primary Iron man image.

Secondly, I downloaded a custom typeface, bold enough in order to capture a significant enough portion of the image but also was instantly recognisable by the viewer to the movie franchise itself.

Finally, by using the clipping mask function in Illustrator I combined the image and the typeface together, placing it above a grey background in order to provide the greatest amount of contrast.



References

Harry Potter

[Billboard](#)

[Typeface](#)

BATMAN

[Brooklyn background](#)

[Typeface](#)

[Alleyway](#)

[Batman logo](#)

IRON MAN

[Iron man portrait](#)

[Typeface](#)

JAWS

[Jaws Shark](#)

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LION KING

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