# MOVES & SOCIETY

# By JAKOB KOBOLD

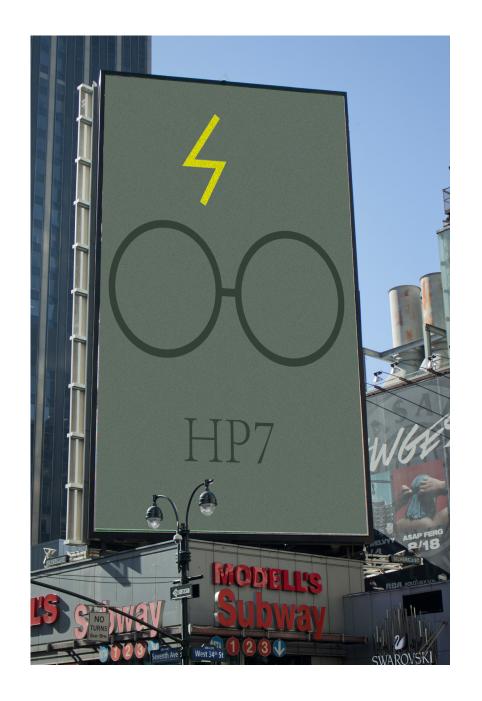
## Harry Potter

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 then pen and shape tool I traced the original image tool 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 creat 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

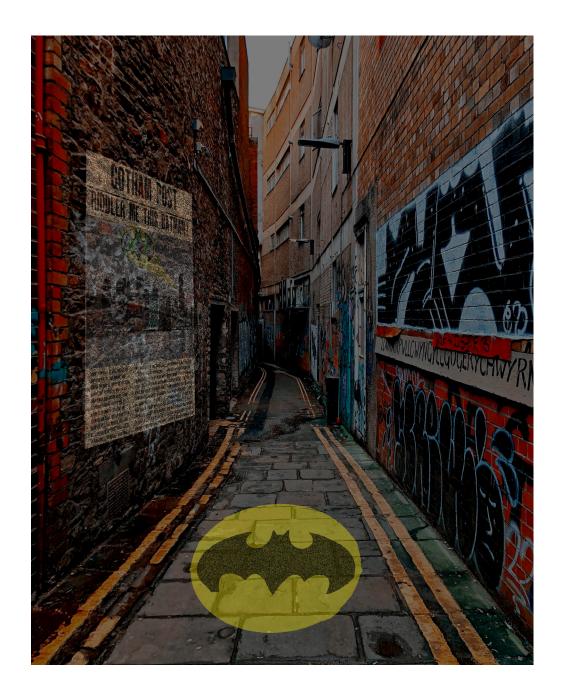
Movie culture may not always be displayed on a billboard. Movies like batman are often portrayed in a dark manner and as part of this project it should be displayed as such.

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 back ground 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.



VISUAL REPRESENTATION TECHNIQUES JAKOB KOBOLD

#### **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 seperate 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 infront 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.



VISUAL REPRESENTATION TECHNIQUES JAKOB KOBOLD

#### 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 todays 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 tho 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.



VISUAL REPRESENTATION TECHNIQUES JAKOB KOBOLD



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 **Iron man portrait**Typeface

**JAWS** 

<u>Jaws Shark</u>

**Diver** 

<u>Underwater</u>

**Typeface** 

LION KING

**Billboard** 

Batman logo

**Typeface**