

# “Zombie Movie Poster” PROJECT

[Information] [Systems]

## Guiding question:

“What is Desktop Publishing?”

“How are movie posters designed for maximum impact?” (HI)

## Context:

The Zombie Movie Poster project will introduce Technology students to the Adobe Creative Suite. They will be introduced to basic photograph manipulation, raster graphics, desktop publishing and poster design and layout.

## Task:

The famous zombie movie director, George A Romero, is making a new zombie epic “Year of the Living Dead”. The film production company is looking to cast actors for the lead rolls. Your task is to design a promotional movie poster for the new movie with actors or celebrities of your choice. (You can even cast yourself, family or friends!)

## Information:

Communication of information using appropriate I.T. to produce a Design Folio.  
Desktop publishing utilizing appropriate Adobe software.  
Poster layout and design.

## Systems:

Introduction to Adobe Creative Suite 2.  
Printing processes.  
The Design Process.

## Areas of Interaction:

ATL

Study habits, Communication, Information, Reflection, Connecting Ideas.

HI

Desktop publishing. Poster design. Marketing & Advertising

## OBJECTIVES

- Use of the design cycle.
- Undertake meaningful and relevant research.
- Gain experience software.
- Manage time & resources.
- Critically evaluate own work.

## ASSESSMENT

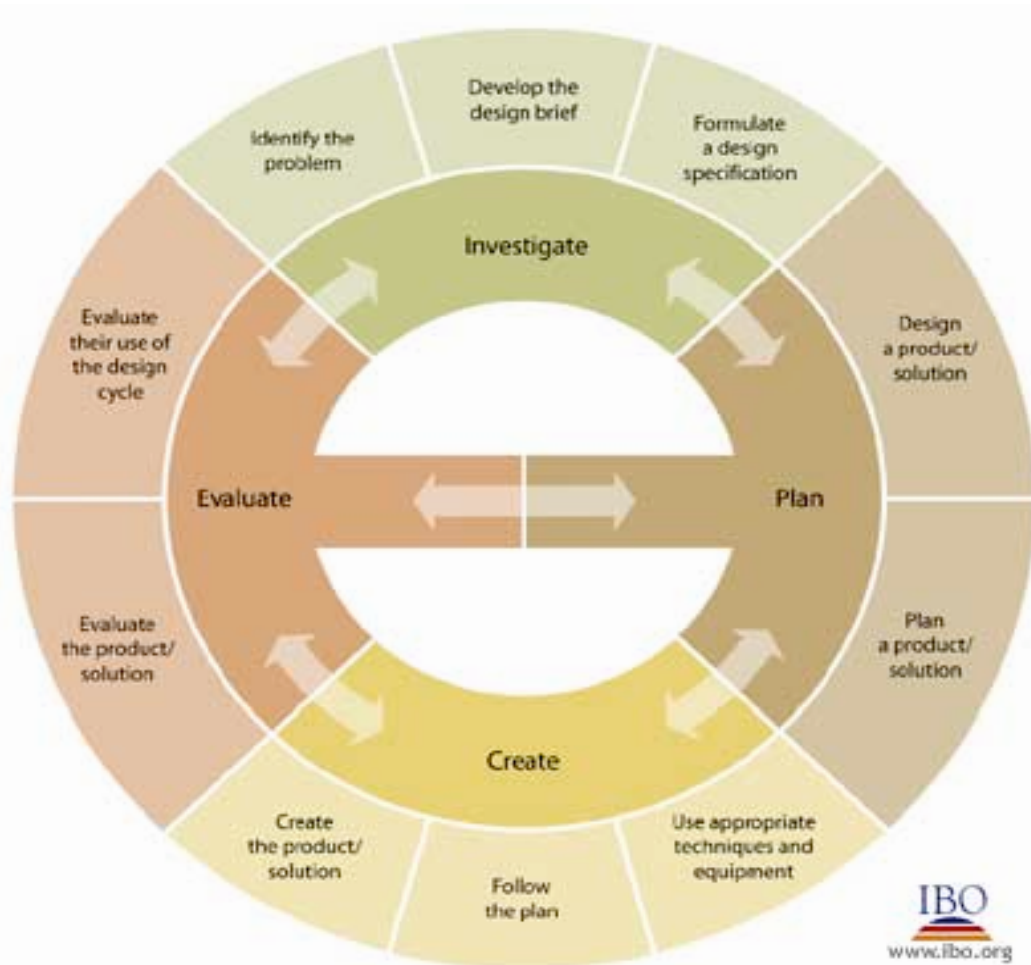
- Create a Design Folio following the Design Cycle.
- Provide several possible solutions and justify final choice.
- Create solution to appropriate standard.
- Test & evaluate solution.
- Justify any changes.
- Evaluate design in terms of AOI.

NAME:

Explain in your own words the design task that you have been asked to solve.

Write 2 – 3 guiding questions that might help you with your research.

What are the **AREAS OF INTERACTION** that have been highlighted by your teacher for this design task? How might they be interpreted to help you understand the problem and help you with your research?



Describe how you will use the **Design Cycle** in this project.

**Investigate:**

**Plan:**

**Create:**

**Evaluate:**

Write a **Design Brief**.

Looking at **similar** products is a useful form of research. You can learn quickly about the different methods and techniques used to solve a problem similar to your own. This leaves you in a good starting point to think about your own solution.

Find pictures of movie posters, particularly horror or zombie movies and **annotate** thoroughly. Use the internet, magazines, books or photograph real items.

### Annotation guide for Product Analysis

Identify all the key elements of the design? **(HI)**

What features do you like/dislike about the design? **(ATL)**

How has the poster been laid out and why? **(HI)**

Indicate background, foreground, headings etc. **(HI)**

### Conclusion:

What did you learn from your research?

How will this effect your **Design Specification**?

Find pictures of actors, celebrities or take pictures of you and/or your friends that may be suitable to be “zombified”. They should be **head and shoulders** shots, of high **resolution** and in **sharp focus**. Annotate as to why you think they may be suitable.

A Specification is a list of key points and/or constraints that designs must take account of. The specification is written after the design brief has been analysed and research has been carried out. What design considerations must you include in this particular project?

**Use (What is it for):**

**Demographic (Who is it for):**

**Size:**

**Required Design Elements:**

**Time to complete Project:**

**Aesthetics (The looks):**

**Ergonomics (Design for use):**

**Special Design requirements:**

**Safety:**

**Other:**

One of the key skills in Technology is the ability to plan and to use time and resources effectively.

You need to create **Gantt charts** to help with your time management. You should make note of the due dates for each section and plan accordingly.

Your Gantt chart (s) could be completed in Numbers then a screen shot pasted here.

<http://www.ganttchart.com/>

**Investigate Due:**

**Design Due:**

**Plan Due:**

**Create Due:**

**Evaluate Due:**



You are going to use **Photoshop** to turn your chosen photographs into zombies. Your teacher will guide you through some methods of creating zombie effects and you should do some internet research of your own.

Find at least **one** Photoshop tutorial online that would be useful for this project. Complete the tutorial and paste at least **4** screen shots here to demonstrate your understanding.

Evaluate and share the tutorial with you class via the class wiki.

Create **4** sketches of posters indicating possible layouts, heading types, colours etc.  
Annotate each design thoroughly and use the Design Specification as a check list

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Justify your choice of final design and explain how you have met the Design Specification.  
Explain what Photoshop techniques you will use to create certain effects.  
What font will you use and why?  
Why is this design better than the others?  
Explain your layout choices.  
How will you create this poster?

During the Create phase of the Design Cycle, you must keep a Process Journal. You should record what you have done each lesson and what you will do the next lesson.

Take **screen shots** of you project as it is being created to show each step of production. Indicate problems you have encountered and how you overcame them.

**Justify** any changes to your design.

DATE	What was accomplished this lesson, tools used, problems encountered and how they were overcome.	What I hope to achieve next lesson, what tools I will need, what materials I will need, any changes to my design.

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Evaluation is perhaps the most important part of the Design Cycle. You need to evaluate the **final product**, evaluate each stage of the **Design Cycle** and evaluate against the **Areas of Interaction**.

Evaluation of: <b>FINAL PRODUCT</b>	Have you solved the problem? How can you test the product? How could you improve your design?
Design Improvements (sketch)	Design Improvements (sketch)

Evaluation is perhaps the most important part of the Design Cycle. You need to evaluate the **final product**, evaluate each stage of the **Design Cycle** and evaluate against the **Areas of Interaction**. These guiding questions will help you with your reflection. They need not be answered literally.

### Evaluation of Design Cycle: **INVESTIGATION**

Have you explained the problem clearly in the Design Brief and Specification?  
Have you investigated the problem thoroughly using several different sources/methods of gathering information?  
Have you described how to effectively test your solution?

Self Assessment: /6

### Evaluation of Design Cycle: **DESIGN & PLAN**

Did you produce several feasible designs?  
Can you justify your chosen final design?  
Did you produce a detailed and logical plan?

Plan Self Assessment /6

Design Plan Assessment: /6

Evaluation of **Design Cycle:**  
**CREATE**

Did you use the tools and equipment effectively?  
What problems to you have? How did you solve them?  
Did you change your design? Can you justify your changes?  
Did you create a solution of appropriate quality?

Self Assessment: /6

Evaluation of **Design Cycle:**  
**ATTITUDES IN TECHNOLOGY**

Did you work to the best of your ability?  
Were you self motivated?  
Could you solve problems and work independently?  
List and explain any Learner Profile attributes.

Self Assessment: /6

Evaluation of **Areas of Interaction:**  
*Human Ingenuity*

*Homo Faber* refers to man the maker.  
What are the possible effects of your solution on your chosen market? Effects on society as a whole?

Evaluation of **Areas of Interaction:**  
*APPROACHES TO LEARNING*

What ALT skills did you employ during this project?  
Were they effective/relevant? How could you improve?  
E.g.: Brainstorming, Gantt Charts, Bibliographies, Surveys, Interviews, Group work, Testing, Evaluation.

## Completed Poster. (jpeg)