

ART MENTORS

Movie Poster Design with Mark Westermoe

Online Class

Begins July 13

Materials:

- Drawing board
- 18 x 24 smooth newsprint (must be smooth)
- 18 x 24 tracing paper
- Charcoal pencils: Conté à Paris, B black or 2B black or STABILO CarbOthello Pastel Pencil, Neutral Black or Lamp Black
- Kneaded eraser
- Razor blades
- Sanding pad or sandpaper
- Masking tape

Outline:

Week One:

OVERVIEW OF ENTERTAINMENT ADVERTISING AND ILLUSTRATION—From concept strategy and design to finished art with examples, starting with Art Director thumbnails

Week Two:

MATERIALS—From 1st stage comprehensive sketch work to color comp

Week Three:

FILM GENRES— Suspense, romance, film noir, science fiction, comedy, documentary, and others. Select one to advertise

Week Four:

DESIGN YOUR OWN FILM (Genre, Story Outline, Casting)—Prepare 8-10 thumbnail compositions with cast of two or more characters, montage, high concept, action or scene, bird's eye camera angle, worm's eye camera angle, two-shots, etc.

Week Five:

PROCEDURES FOR COMPLETING MULTIPLE FIRST STAGE COMP'S TO MEET A DEADLINE—Actor likeness, environment, vehicles, props. REFERENCE PHOTOGRAPHY AND RESEARCH; Formatting and sizing elements.

Week Six:

“BUILDING” THE ILLUSTRATIONS—Demonstrations, presentation to the production studio.

Week Seven:

CHANGES AND ADDITIONS—Demonstration

Week Eight:

LATE STAGE COMP'S—Techniques; Demonstration with wax pencil, turpenoid, and vellum.

Week Nine:

LATE STAGE COMP'S, TECHNIQUES—Demonstration with gray paper, black and white Prismacolor and Verithin pencils, highlighted in gouache.

Week Ten:

LATE STAGE AND FINISHED KEY ART—Airbrush, colored wax pencils, other mediums.