

Movie Poster Design with Mark Westermoe

Class Syllabus:

- 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.