

EDDIE REDMAYNE

JENNIFER LAWRENCE

# REIA'S MIND

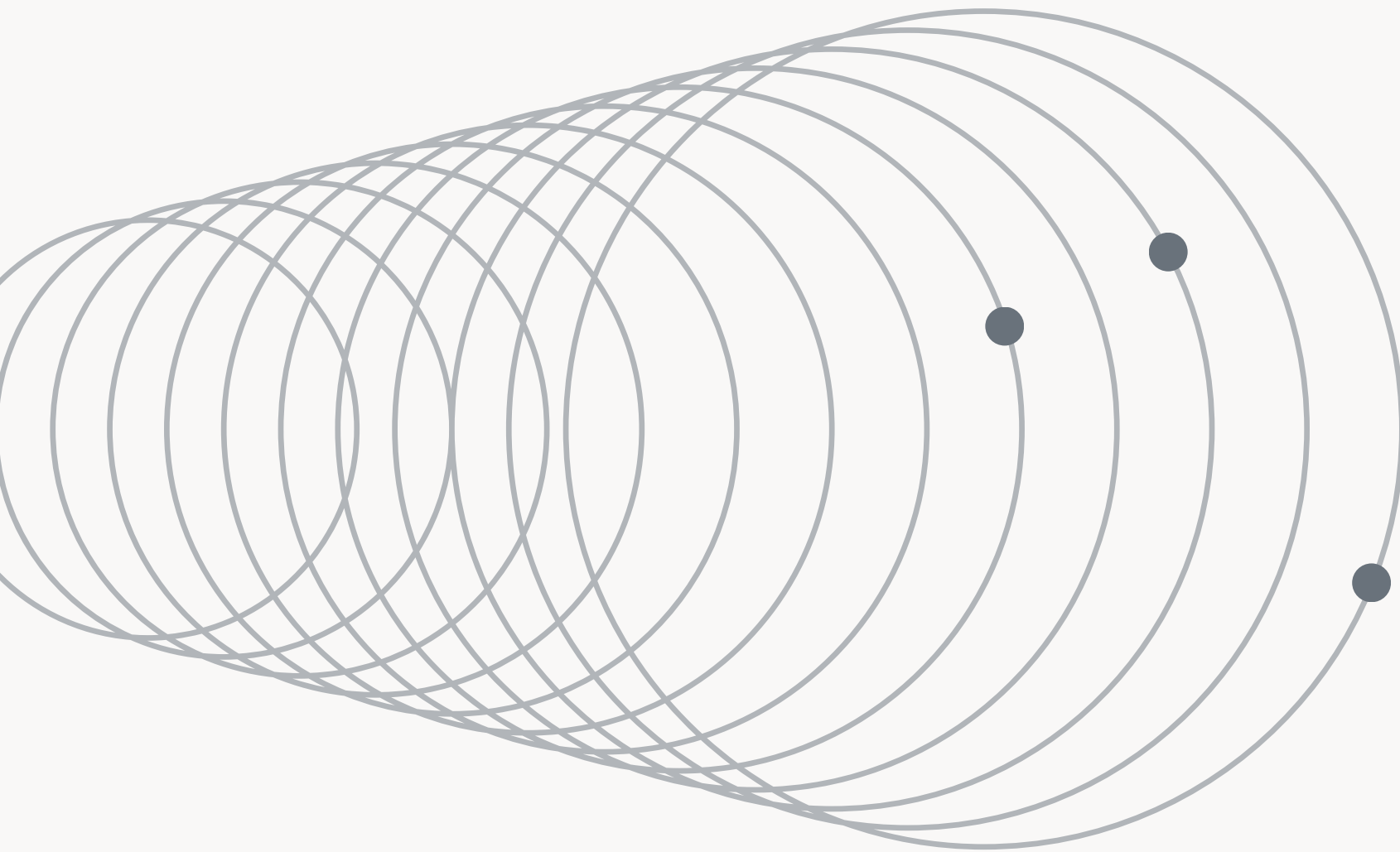
*An inevitable fate*

# Movie Poster: Case Study

Presented by: Maria Fe Lopez Fuertes

UNIVERSAL PICTURES PRESENTS A SYDNEY BONE FILM BY IMAN TREVINO MUSIC BY DYLAN FARELL COSTUME DESIGNER MAYA FOX EDITED BY TY MARTIN  
PRODUCTION DESIGNER ARNAS BOOKER DIRECTOR OF PHOTOGRAPHY DANIA TANNER EXECUTIVE PRODUCER ZACHERY PAYNE LEIA WILKINSON  
PRODUCED BY DAMON DALE REES LUCAS STORY BY JED HAWORTH  
SCREENPLAY BY LYDIA PRICE DIRECTED BY WOODY REID

# Project type



- Client: Reia's Mind (movie title)
- Client Profile: Movie company who needs to promote new movie before premiere.
- Target Audience: People interested in sci-fi movies and post-apocalyptic plots that include robots and world destruction.

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# Project Date:

October 25th - November 7th

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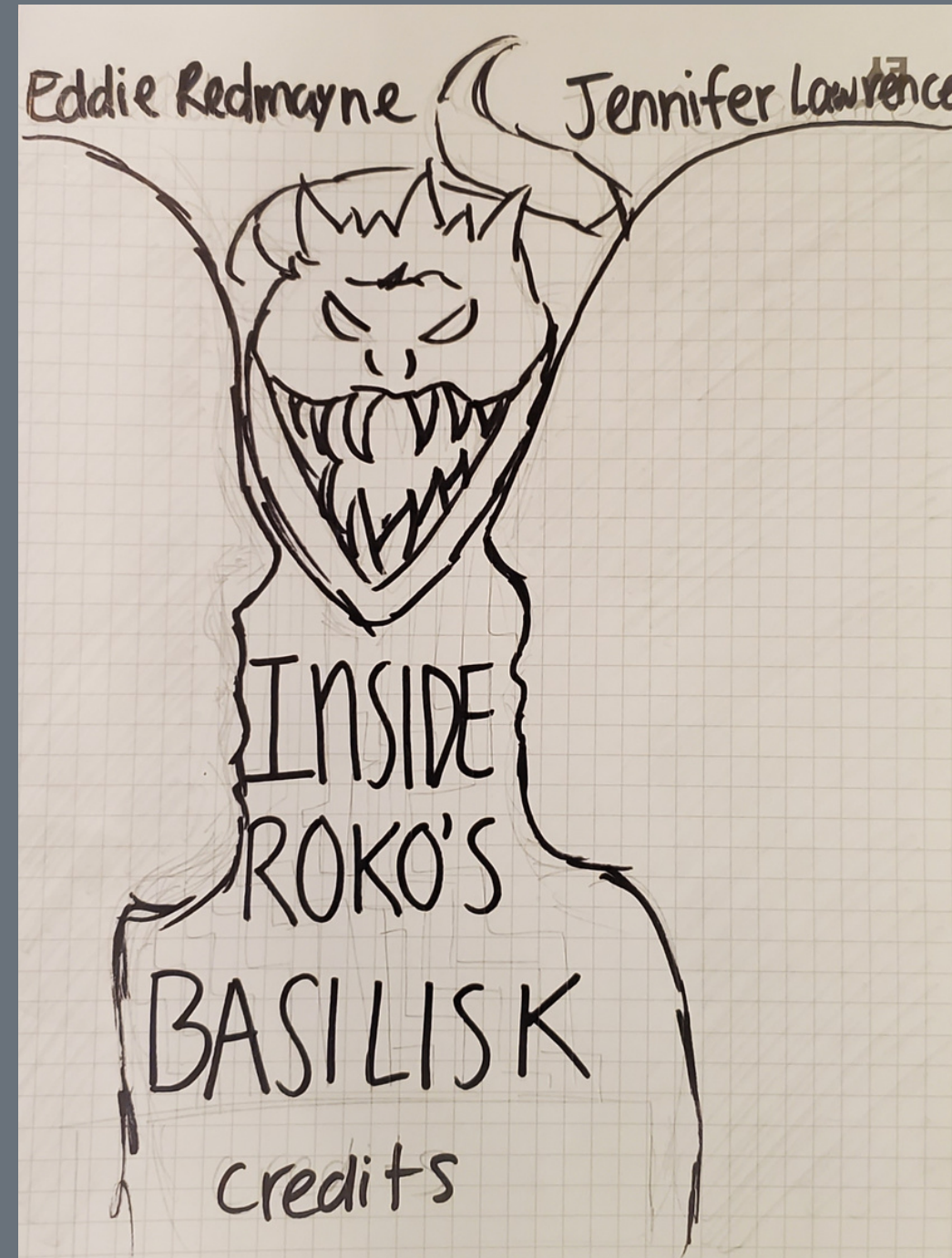
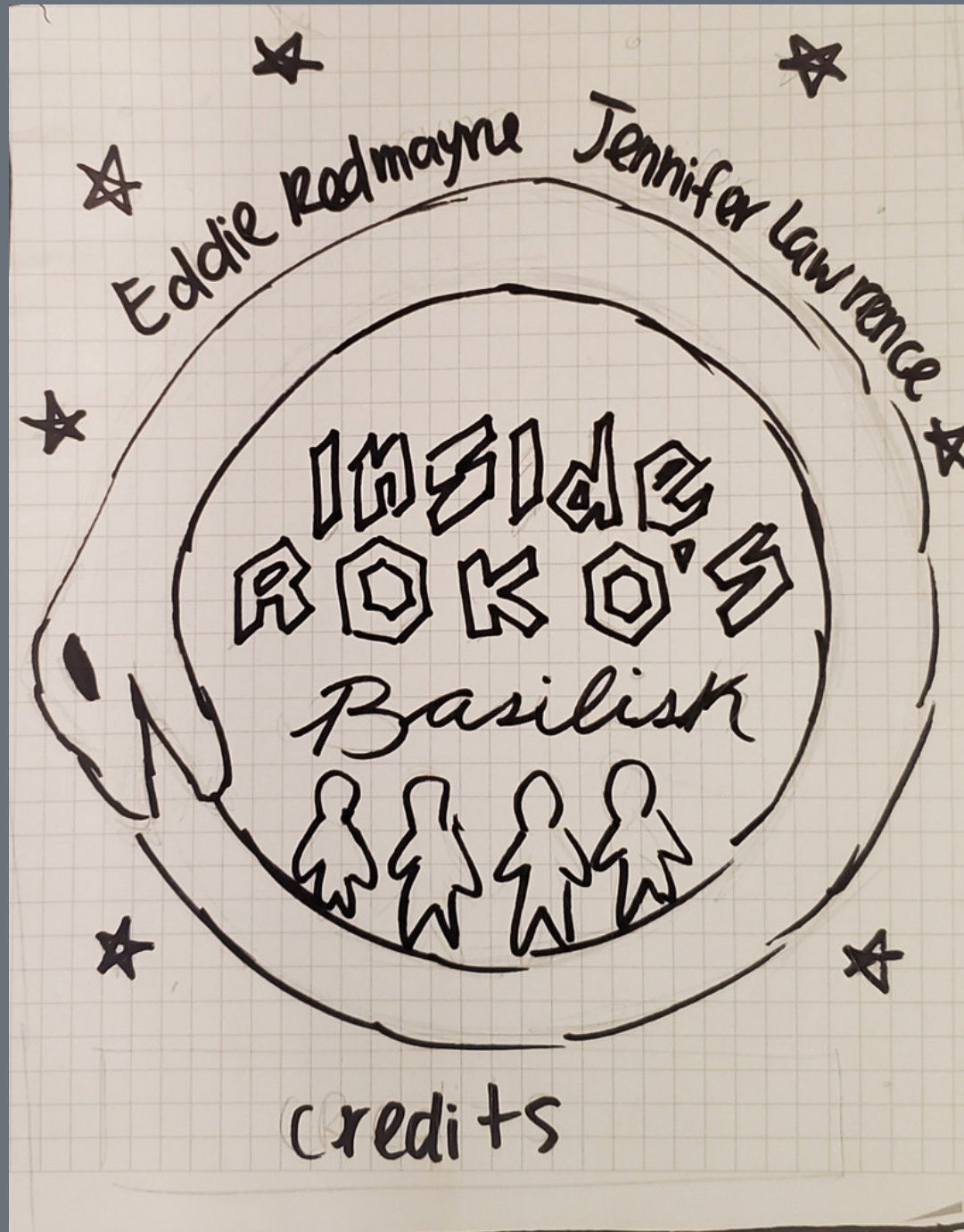
# Project Summary

- To display the theme of the movie.
- To create dynamic and creative composition of edited images.
- To create an original and interesting font style for the title and tagline.
- To create design that is eye-catching and interesting to the viewer.

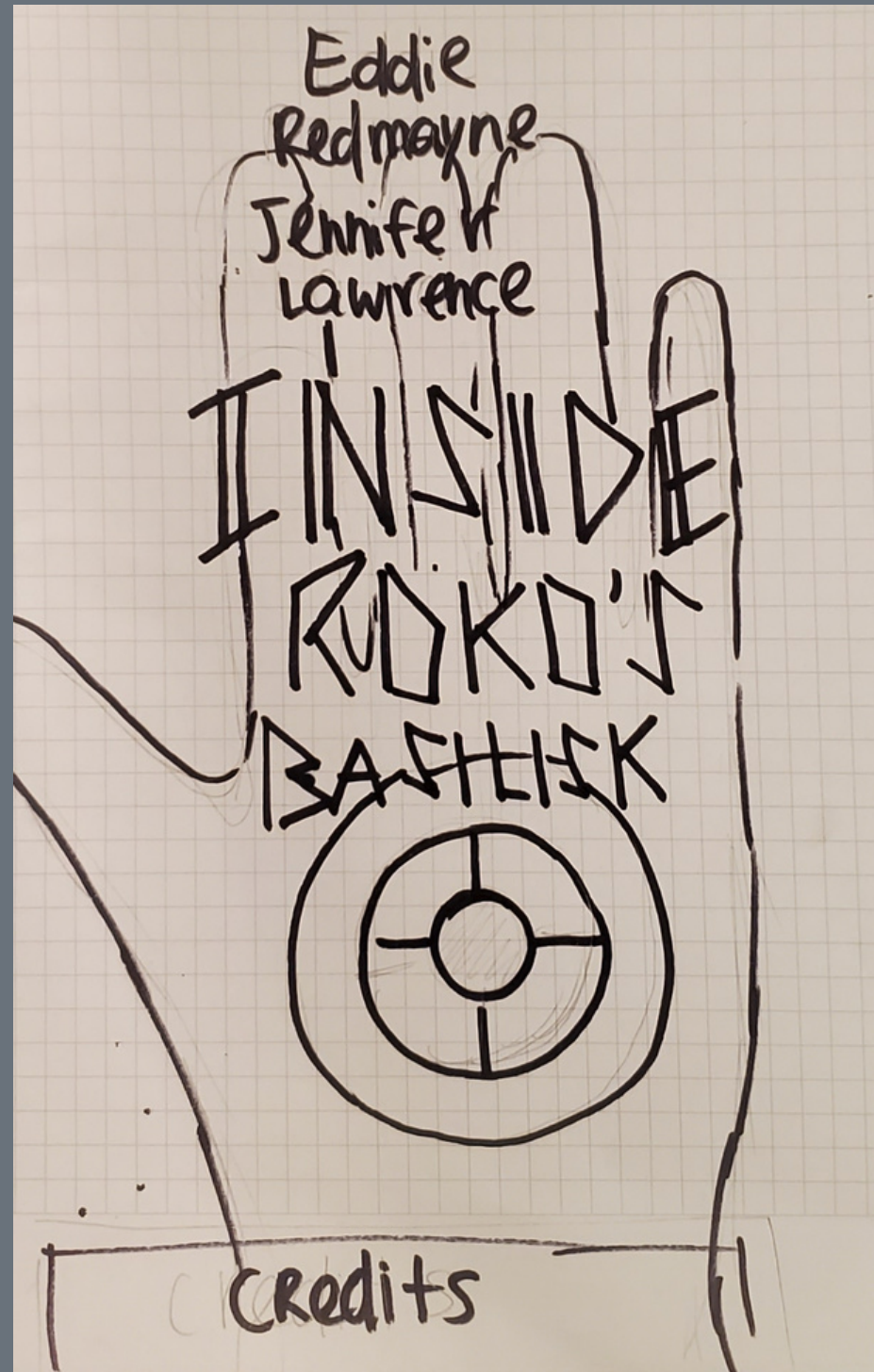
# Challenges

- Problem: The movie did not have a poster to promote the premiere.
- User needs:
  - An original and creative poster that shows the actors and staff that worked on the movie.
  - Edited images composed together to form a surreal sci-fi image for the poster.

# Process



# Process



# Design Solution:

- Research was conducted to study the target audience.
- The theme was established as dark and mysterious.
- Roughs were made and then perfected using Photoshop.
- Finalization of the movie poster.



# Results:

- The project successfully met the client's needs and sci-fi theme for the movie poster.
- Solved the lack of promotion material.
- Successfully created a unified image using editing software in Photoshop.

Results:

