The Washington Code

By Jacob Taylor
Art 141
Fall 2013

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Project Description

Assignment
Design a poster for a movie of your own making. You can create a movie based on your character, or you can do something new. You come up with the title, the genre, theme, storyline, cast and crew. You will make the logotype for the title in Illustrator and import it into Photoshop and the illustration and credits will be done in Photoshop.

Story Concept
The concept design of my poster was going to be a spy action thriller from the very beginning.

Poster Design Concept
Logotype: My logotype will be a patriotic color theme with a large bold text and a stone texture applied to it.

Illustration: The illustrations i used were pictures of scans I sued for my poster and the rest was work in progress pictures.
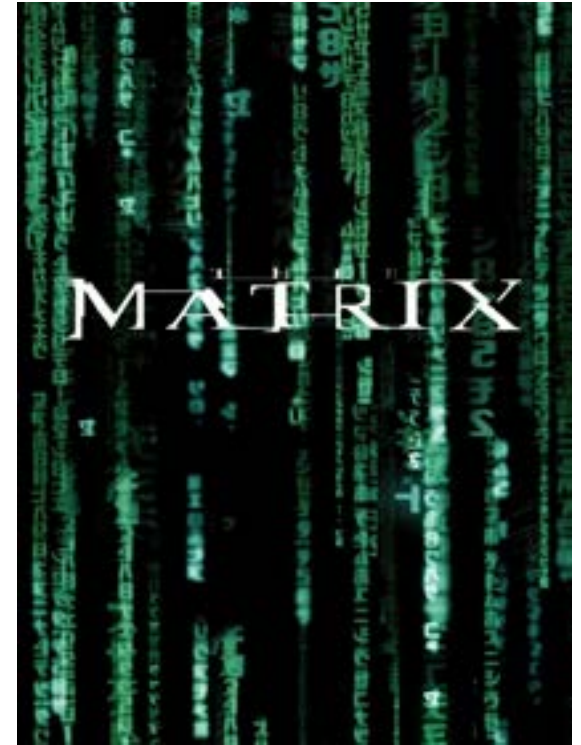
Research

Description
My research of this project was focusing on a spy action thriller theme. My logotype was called "The Washington Code" because part of the concept was about secret government secrets hidden in code of computers that bad guys are trying to steal. I wanted to make the background be coding, so I looked up the matrix because that has to do with coding. The capital was just part of the overall theme since most action spy movies have to do with the government.

Top right: The Matrix from
flickfackts.com
Top left: Secret Agent Silhouette from
4vector.com
Bottom: Capital Building from
www.peacecorpsconnect.org

Sketches

Description

For my sketches I tried several different themes. First I tried an action theme with a secret agent and the capital building in the background. Then I added an explosion to it as well. My next sketch was adding more than one person to the poster, but it got to crowded and there was too much to look at. My final sketch which was the theme I went with for my poster was of a single secret agent centered in the middle of the poster with coding layered on top of him symbolizing that government secrets have a role in this movie.

My sketches for my logotype were just attempts of different fonts for my logotype and different colors. I eventually went with the Red, White, and Blue theme. Before that however I was trying to go with a green and black feel because the coding I was thinking of was that similar to The Matrix, but green was not working so well with my background so I went with patriotic colors and font as my final logotype.

Logotype

Roughs

I started off going through different titles that had to with an action theme. From there I decided that I wanted the logo to send a messege about government. Naturally I thought of Washington D.C. So I decided I wanted to include the word washington in it but the problem was the rest of the words in the title. I had to look back at my theme and how I could relate this word and then I remembered several movies that are spy action thrillers which consist of stealing government secrets. After that I thought of coding like from the movie The Matrix, because government secrets are hidden in the computers, at least that was part of my overall theme of the project. So I just put the words together and came up with "The Washington Code." Overall the main challenge was trying to figure out the color of the text but eventually I felt patriotic and decided with Red, White, and Blue.

Final

My final Logotype used was the middle one seen to the right. I chose this logo because I liked the red, white, and blue theme which went along with my movie poster theme.
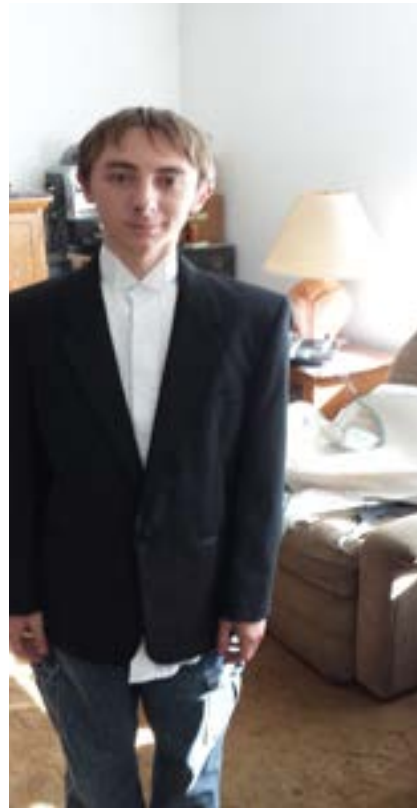
Illustration

Roughs

For my illustration the image to the right is an image of the person I used as a scan for my project. Once I scanned it I edited it in Photoshop and placed it in the background as transparent. On top of that I had the text of coding to symbolize that he was behind it. My technical process of this was challenging because i had to mess around alot with the adjustments of this image I used. Eventually I adjusted the image enough so that it was dark and it blended in with the background while lowering the transparency. Another technical aspect that was challenging was palcing the logo and adding a texture to it. At first the logo was in the bottom left corner of my poster but I felt that the space in the middle of the poster was empty, so I moved the logo to the center. Even though by that time I already had the colors for my text it still seemed a little bit plain. So I eventually added a stone texture to it and I thought it blended well.

Final Poster

Analysis
Overall I felt successful with what I accomplished. The theme I was going with was spot on and I feel that when people look at it they could also understand it. If I had to change anything it would be a couple of things. One, the credits at the bottom could have been smaller and I probablly could have added or made up different names for it. Secondly I wish I could have made it more clear what te overall theme is because the coding may be confusing. Overall though I think it looks like a good movie poster for an action film.

What I Learned
Some of the things I learned was how to incorporate masking, using layers instead of destroying ideas. Another thing I learned was how to scan in pictures, which is what I used for the secret agent. Finally one mroe thing I learned was the different knids of adjustments you can add to an image, such as making it darker or blending it in with the background.