It's time for coffee!

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It's time for coffee

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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.
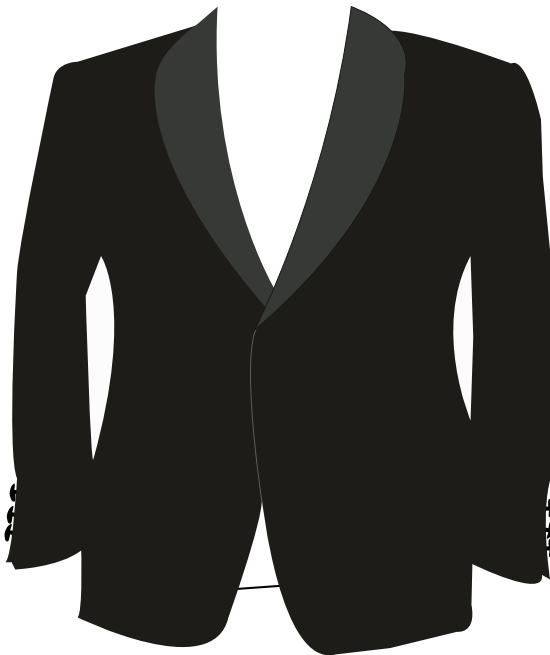
Story Concept
some funny happenings between american guy who want to spread taste of coffee in korea and koreans who first taste coffee in the 1900s. The movie genre is comedy but also adventure and little drama. Target audience is all ages who are interested in korea or coffee.

Poster Design Concept
Logotype: Vintage one font. Just like font name, it gives sense of vintage. The Font design also has shadow of each alphabet, so It makes people to catch the title easily.

Illustration: I traced a tuxedo photo in illustrator, so It emphasizes the body of men which is main thing of the movie poster.
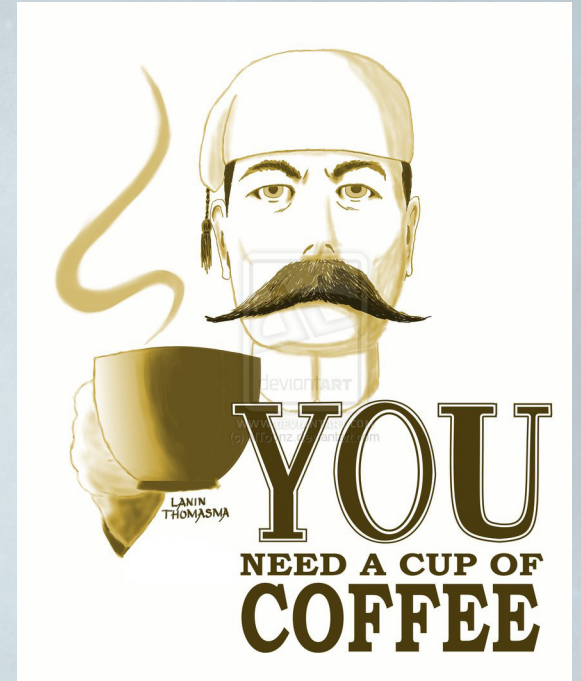
Research

Description

I wanted to put some illustrator on my poster, I researched illustrator coffee poster. and Top right poster is that I thought the font shape and place of title is quite close my skeath, so I added it.

Top right: The Good, the Bad, the Weird,movie (http://en.wikipedia.org/wiki/The_Good,_the_Bad,_the_Weird)

Top left: Coffee poster "Art & Joe" (http://ntoonz.deviantart.com/art/Coffee-Poster-for-Art-n-Joe-196133015)

Bottom: vintage One font image (http://splash-magazine.com/2013/05/free-retro-fonts-for-designers/)
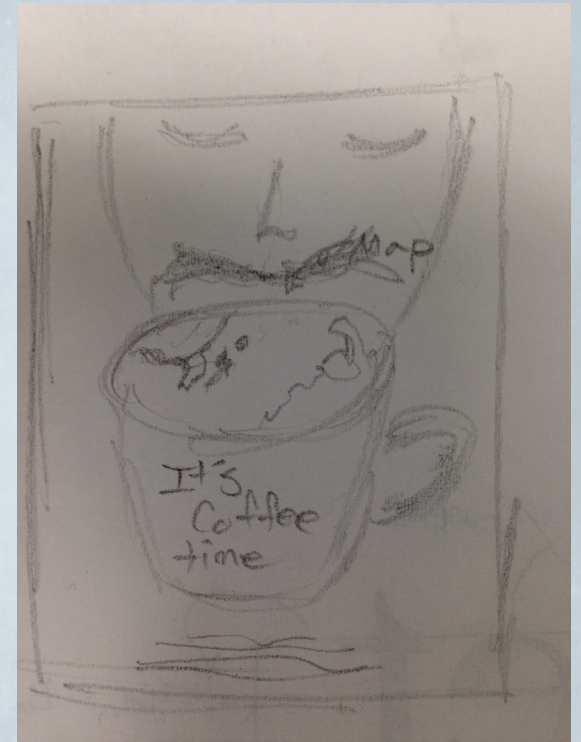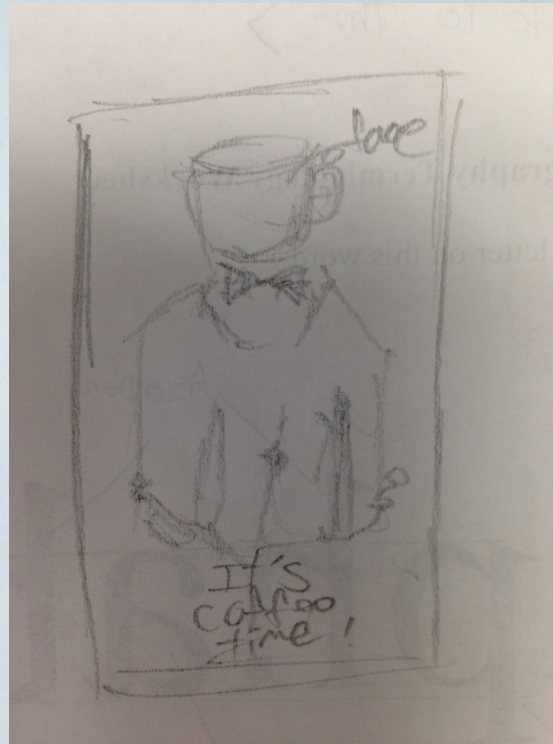
Sketches

Description
I tried to sketche a point thing of coffee and diffrent composition with coffee cup.Logotype was hard to find a font which fits with poster, so I tried to sketch vintyge shape of letters with diffrent size, but I changed size to all the same, because, the title is supporsed to be read easily.

Logotype

Roughs
Since the movie story is about old time, I wanted to use vintage style font.

Final
I used the Vintage one font for the movie title. Since the font has shadow for each alphabet, I didn't have to concern about adding effect on font. I'm happy with the font because it has sort of vintage sense, but also shape is clear to read.

It's time for coffee

IT'S TIME FOR COFFEE

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789!?#

Illustration

Roughs

Top right: coffee cup (original photo)
Top left : Illustrator file (tuxido)
bottom : Bow tie

I uses my photo copy for coffee cup, so it gives sense of reality. I drew texido in illustrator, so I could added sense of fixtion . I wanted to mix real photo and illustrator, so the poster can makes people curious about the poster.

Final Poster

Analysis

Overall, I'm not 100% satisfied with this poster, but I'm happy with my outcome. If I had more time, I would like to fix the font of man's speech. and fix the back ground color of font to warmer color.

What I Learned

I learned how to mix illustrator and photoshop in the right place and right size, and it was harder than my thoughts. I'm pretty sure that using pentool skill is improved well. I also learned the importance of font style, color, and position.