
POSTER

Yuan Xiao

DESIGNER



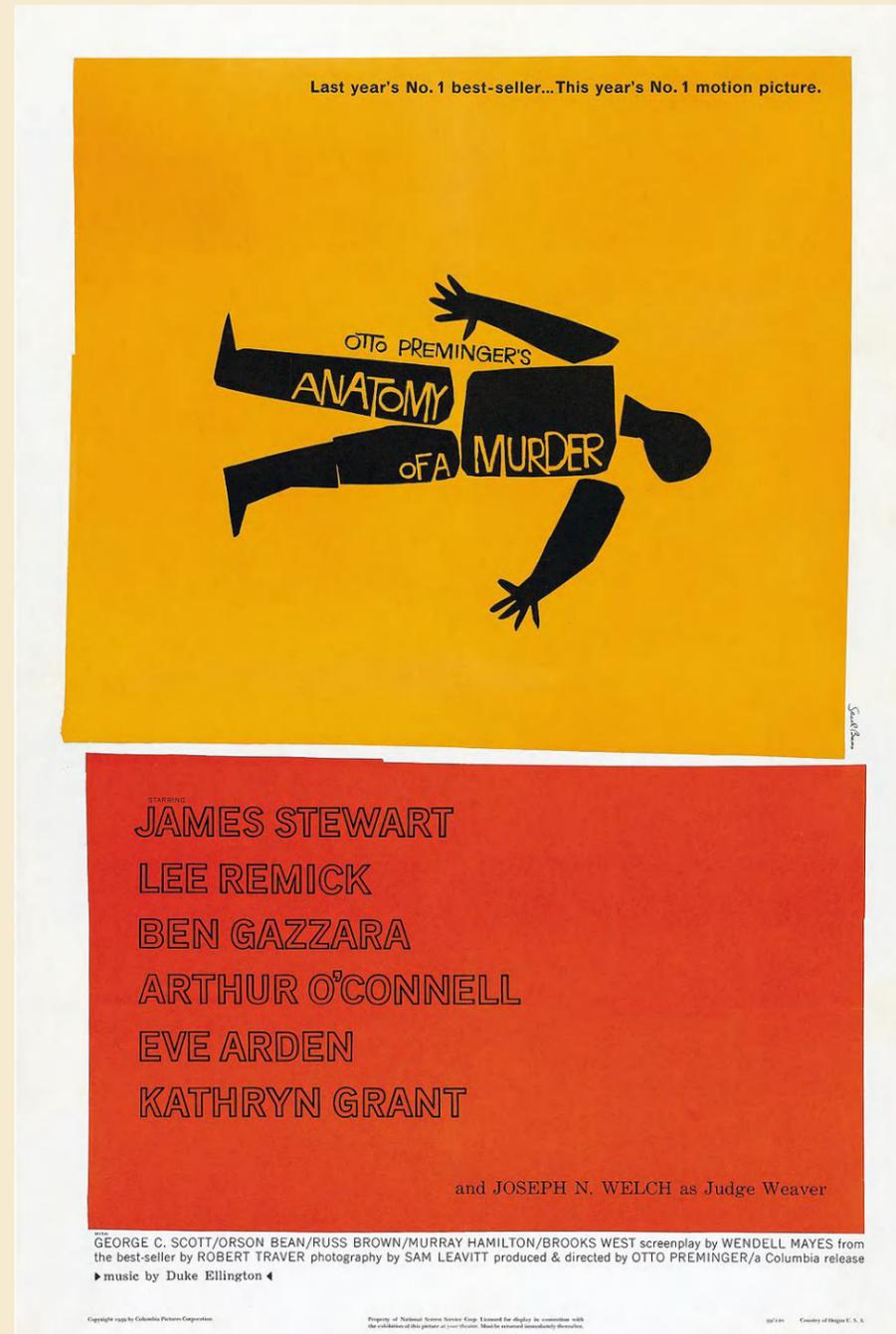
Saul Bass

The "New York School" or
Late Modern Design

DESIGNER WORKS



The Man with the Golden Arm
1955

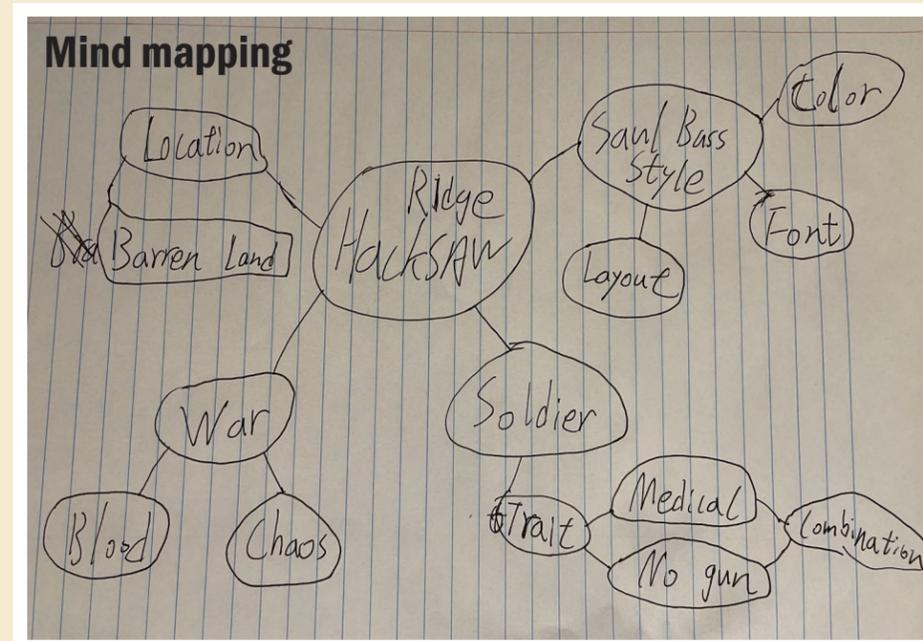
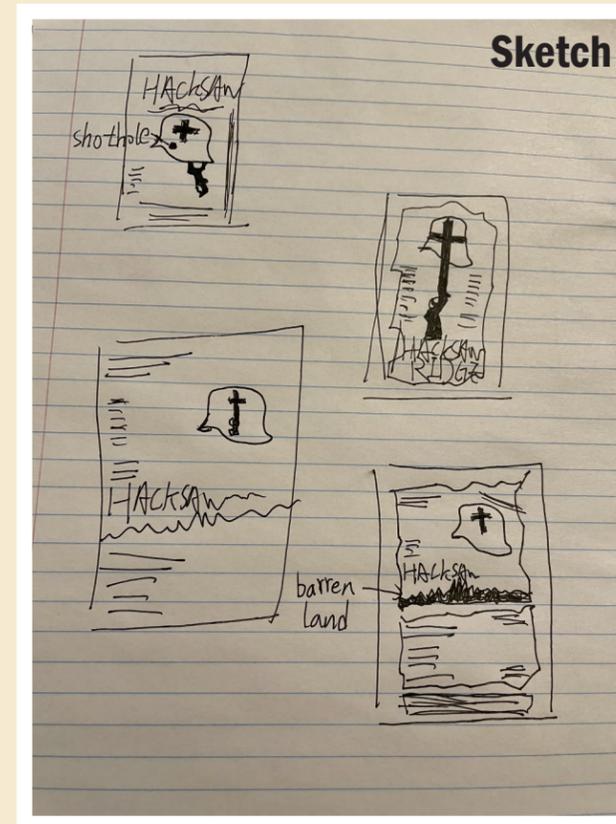
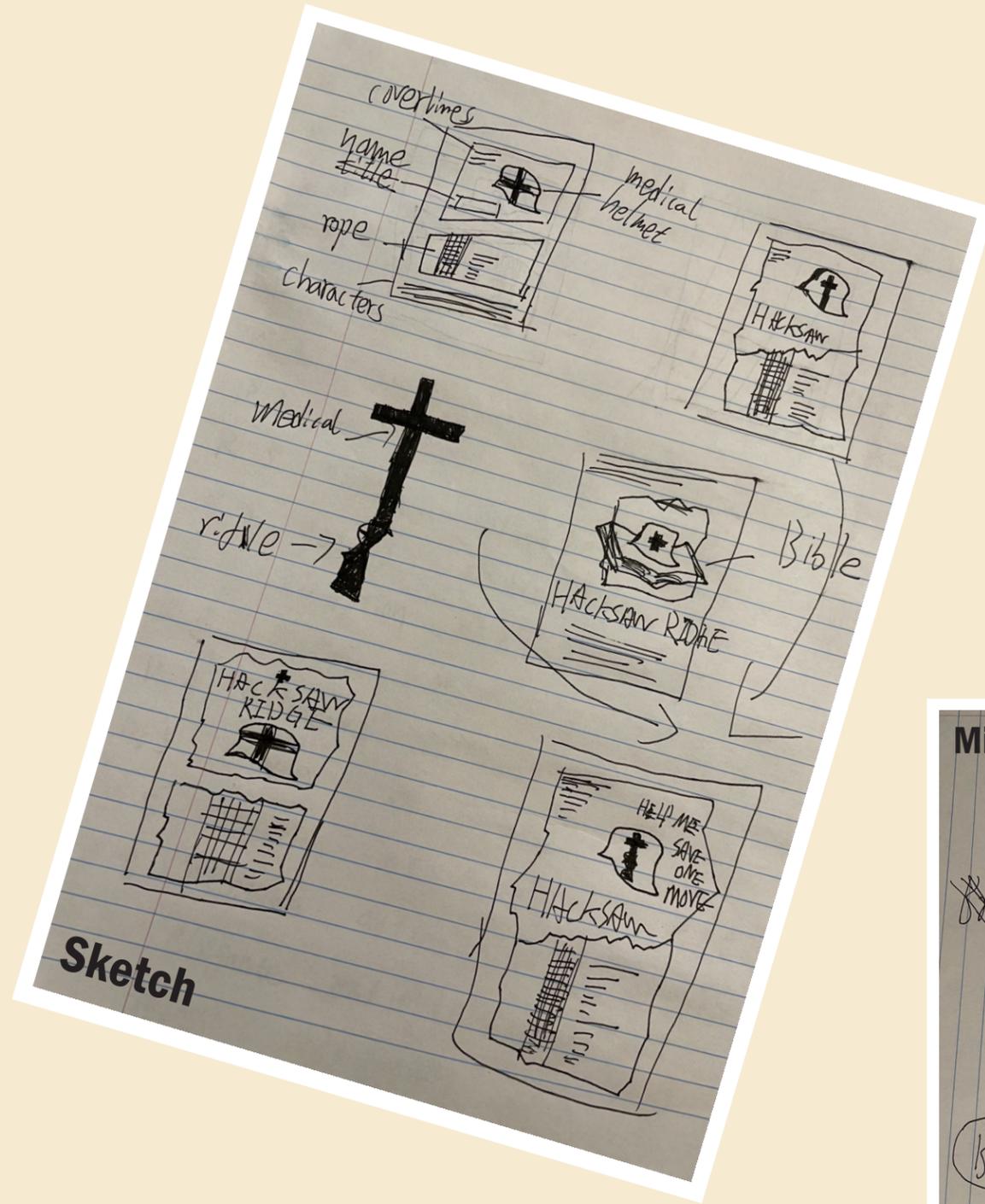


Anatomy Murder2
1959

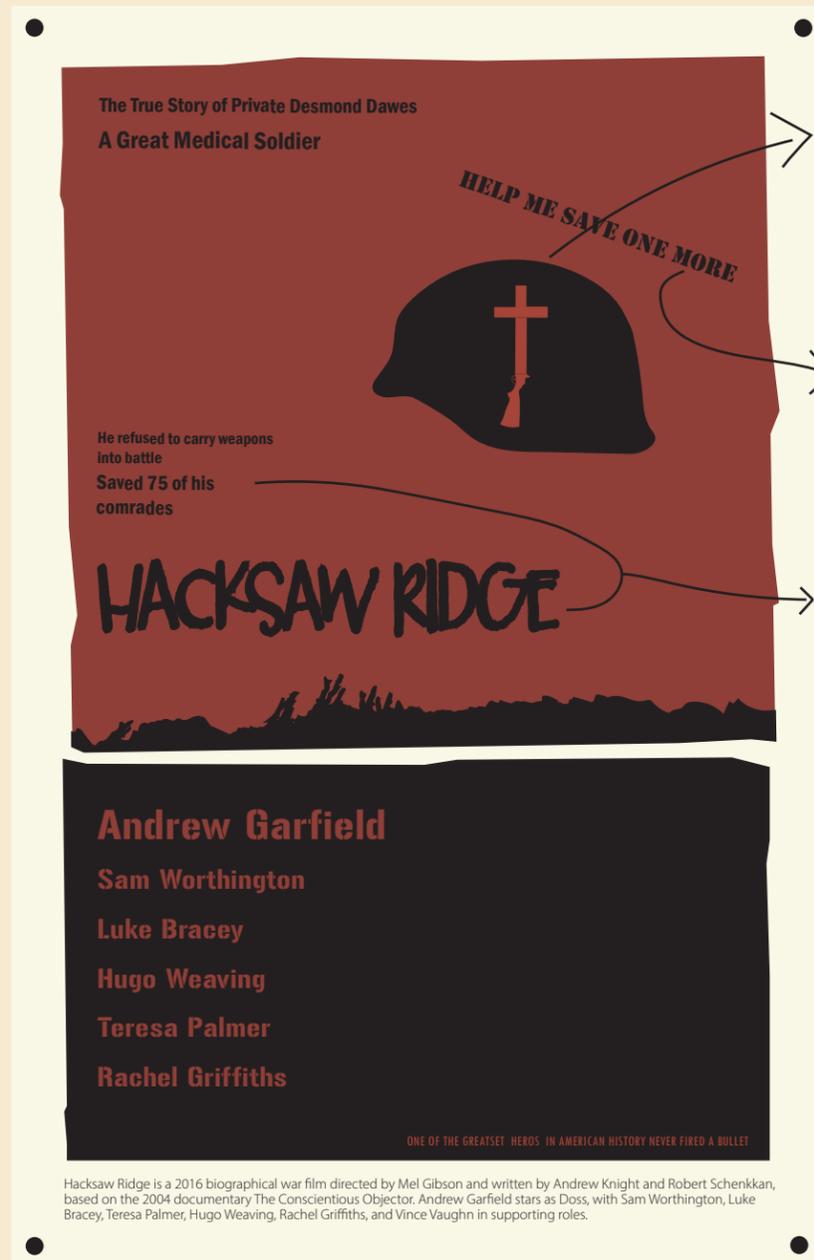


The Magnificent Seven
1960

PRE-PLANNING



DRAFT IMPROVEMENT



Draft Poster

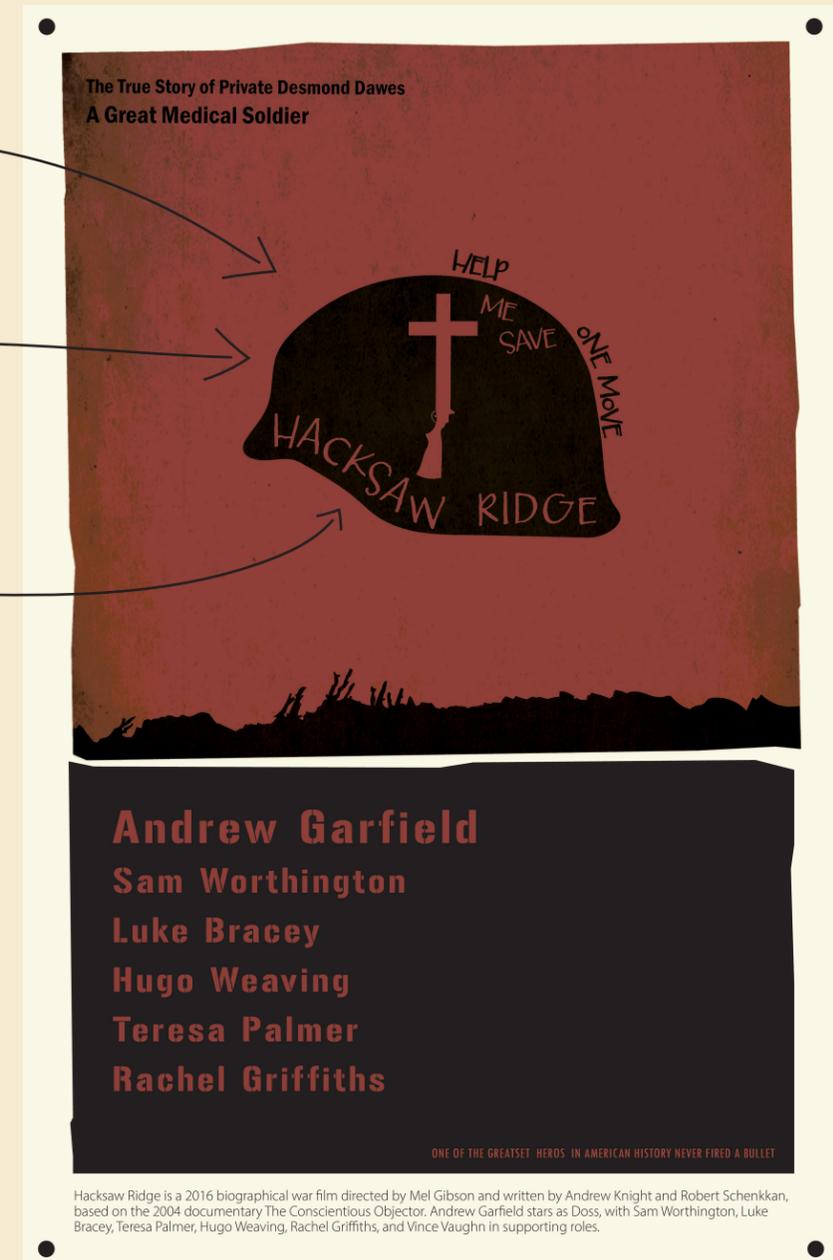
Referring to Saul Bass' style, I enlarged and placed the helmet as the main object in the center.

Combine key lines with the main performance object.

Remove unnecessary text and combine the film title with the main presentation object.

Adjusted the font spacing to make them integral. And improved Kerning to fill the gap on the right.

With the help of PS, it makes the red background become closer to the smoke of war.



Final Poster

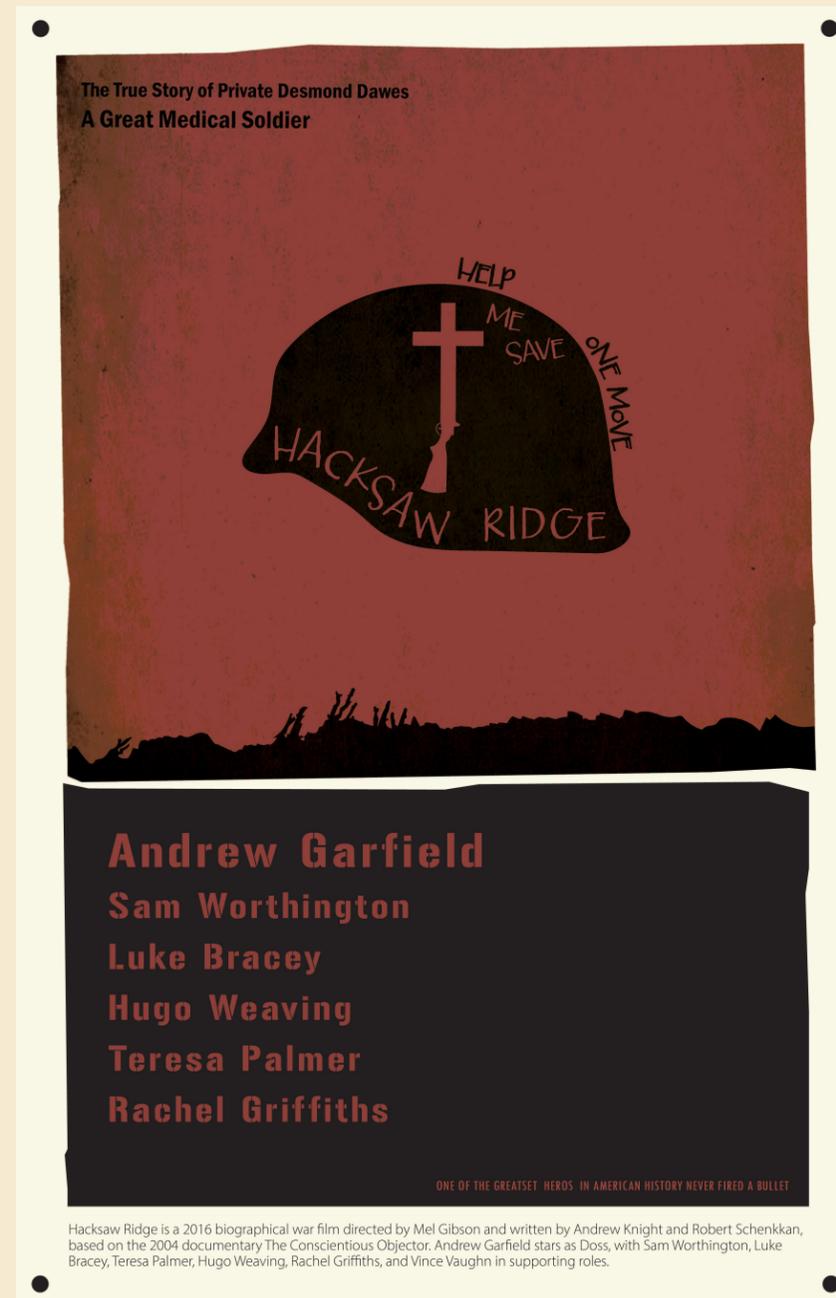
SIGNIFICANT DESIGN

War films don't usually need beautiful colors, so I used a dark red background to show the blood and violence.

Some coverlines to introduce the film. The more important ones are in a larger font

The medical logo and the rifle are fused into one, greatly reflecting the core content of the film.

Barren land is used to further reflect the desolation of the war, and as the path the soldiers must take in the film, it is equally important and enriches the design of the poster.



In the style of Saul Bass, I combined the three elements of medical, rifle and military helmet.

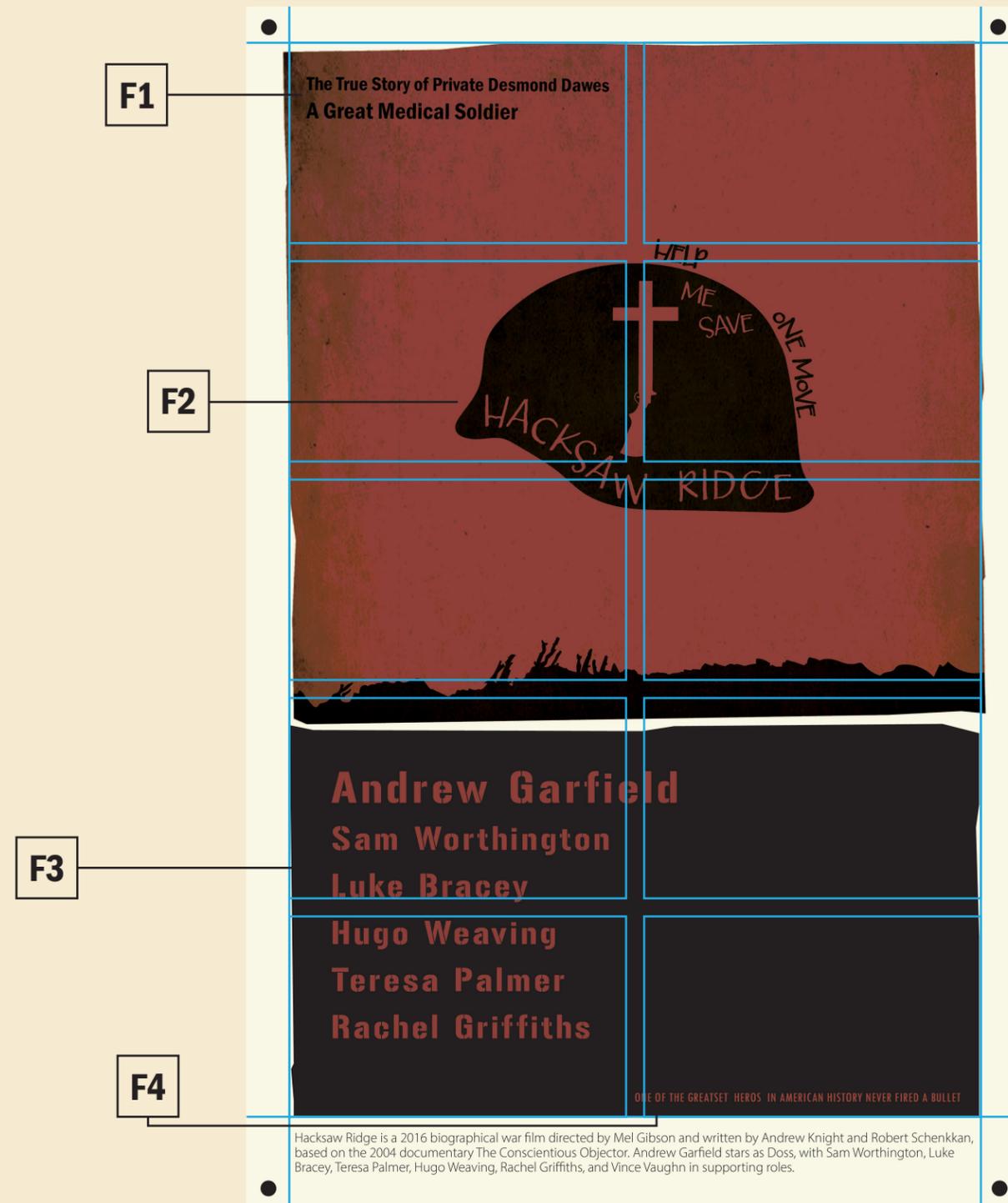
Based on the style of Saul Bass' poster Anatomy Muiders, I combined the title of the movie with the military helmet.

The key line in the film, "Help me save one move," is adopted from Saul Bass' The Man with the Golden Arm, which crosses the words in the helmet without crowding or losing relevance.

Enlarge the names of the main actors.

The fonts in the helmet reflect the chaos and struggle of war, using the usual Saul Bass font to express the theme of the film.

PAGE ARCHITECTURE



Thumbnail image (Data is original data)

Text

Font1

Font: Franklin Gothic Demi Cond
 Sytle: Regular
 Size: 20pt, 24pt
 Leading: None

Font2

Font: Seasoned Hostess
 Sytle: Regular
 Size: 49pt, 44pt, 30pt
 Leading: None

Font3

Font: Gunplay
 Sytle: Regular
 Size: 40pt, 30pt
 Leading: 48pt

Font4

Font: Tw Cen MT Condensed
 Sytle: Regular
 Size: 14pt
 Leading: None

Layout

Margin

Horizontal

Upper: 39pt / 3.25picas

Lower: 93pt / 7.75picas

Vertical

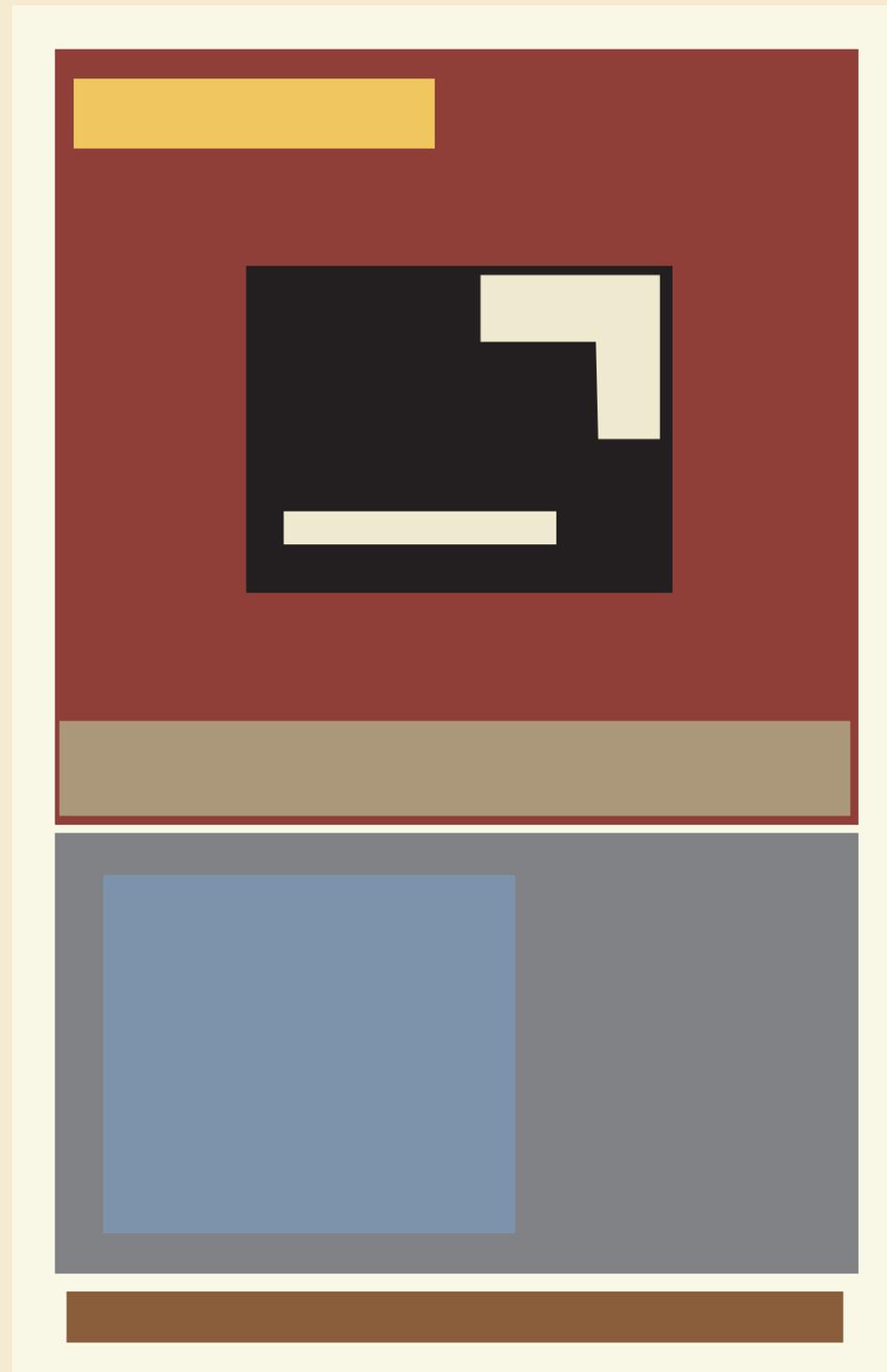
48pt / 4picas

Columns: 2

Rows: 5

Gutter: 9pt / 0.75picas

LAYOUT



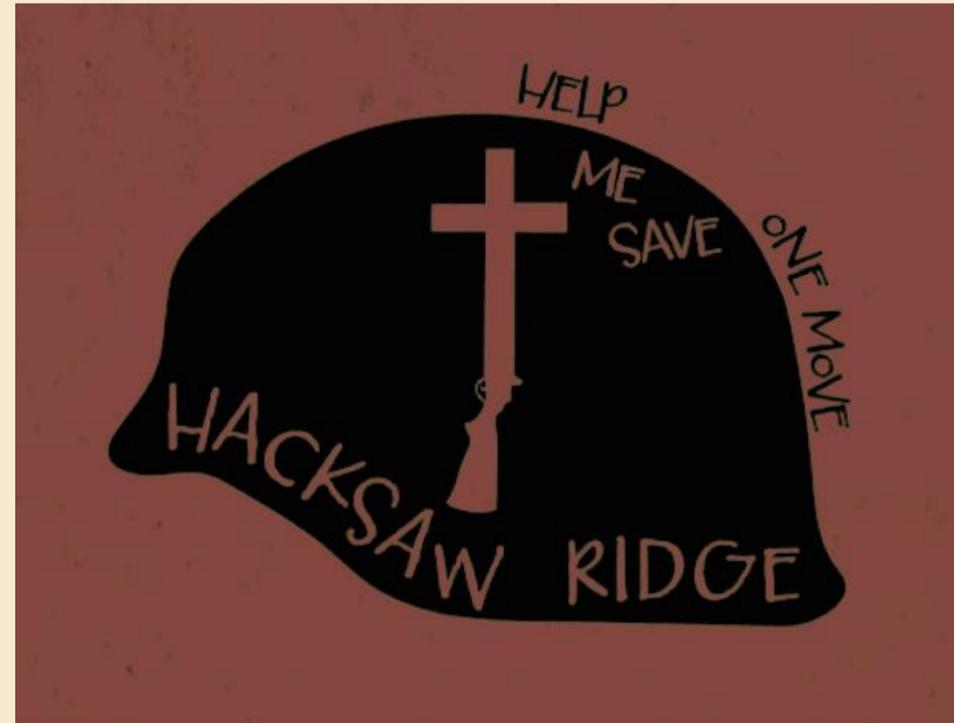
Match

Simple typography that presents important information in a unique way and brings them together. Use the barren land as a foundation to reflect the main content of the film without having to be complicated. Highlight the important information in the top half of the poster with a simpler typography in the bottom half.

FONT MIX

Font: Seasoned Hostess

Saul Bass is usually handwritten
in a font that is not aligned to
give the film a narrative.

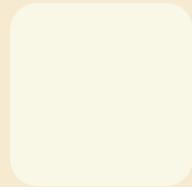


Saul Bass specializes in the fusion of simple fonts and geometric shapes, which makes his works have distinctive personal characteristics, adding dynamic concepts to amplify visual effects on top of graphic design, and his highly creative designs are full of vitality, breaking the inherent boringness of previous film titles and end credits, and promoting the development of film and motion picture design.

COLOUR SCHEME



RGB: 153-63-50
CMYK: 28-80-74-28



RGB: 252-251-235
CMYK: 2-1-11-0



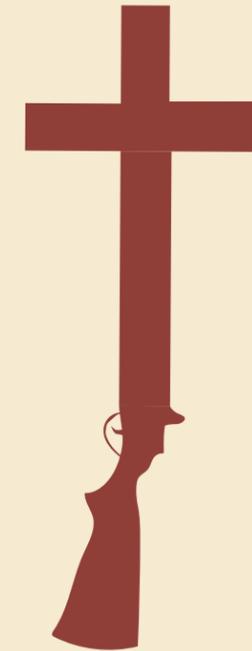
RGB: 35-24-21
CMYK: 0-0-0-100

Harmony: Analogous

Match

Referring to Saul Bass' other work, most of the colors are very simple to use. Often only one to two or some colors that match the film are needed. I used the red color associated with the war in the key part of this poster. The rest of the poster uses a color that matches the red.

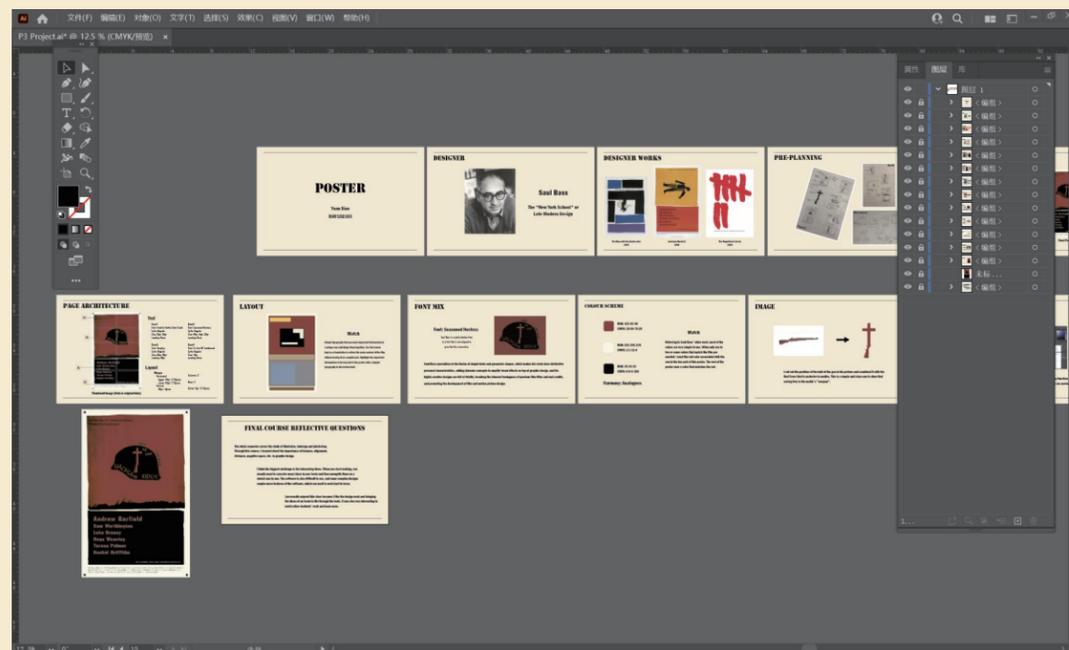
IMAGE



I cut out the position of the butt of the gun in the picture and combined it with the Red Cross that is exclusive to medics. This is a simple and clear way to show that saving lives is the medic's "weapon".

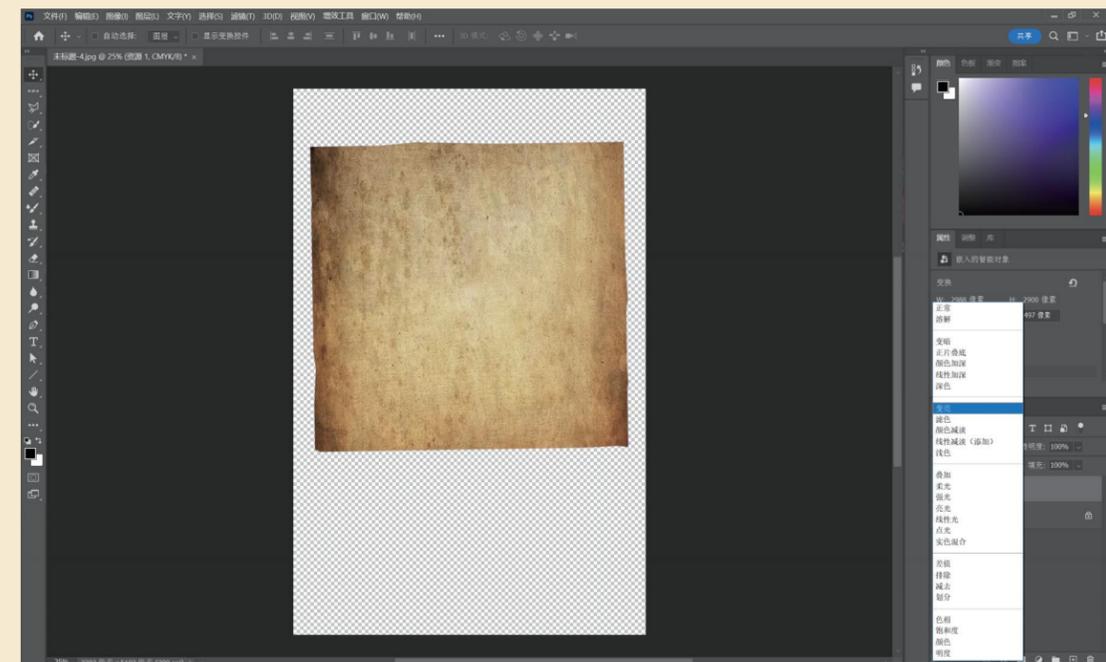
SOFTWARE TUTORIALS

**I use the illustrator for most of my work.
The typography, color and structure of the
posters, etc. are all done through it.**



illustrator

photoshop



**I opened the poster from photoshop and added a piece of
parchment paper, using the photoshop function to merge
the two into one. Textures were created for the poster to
make it more closely resemble a war movie.**

FINAL POSTER

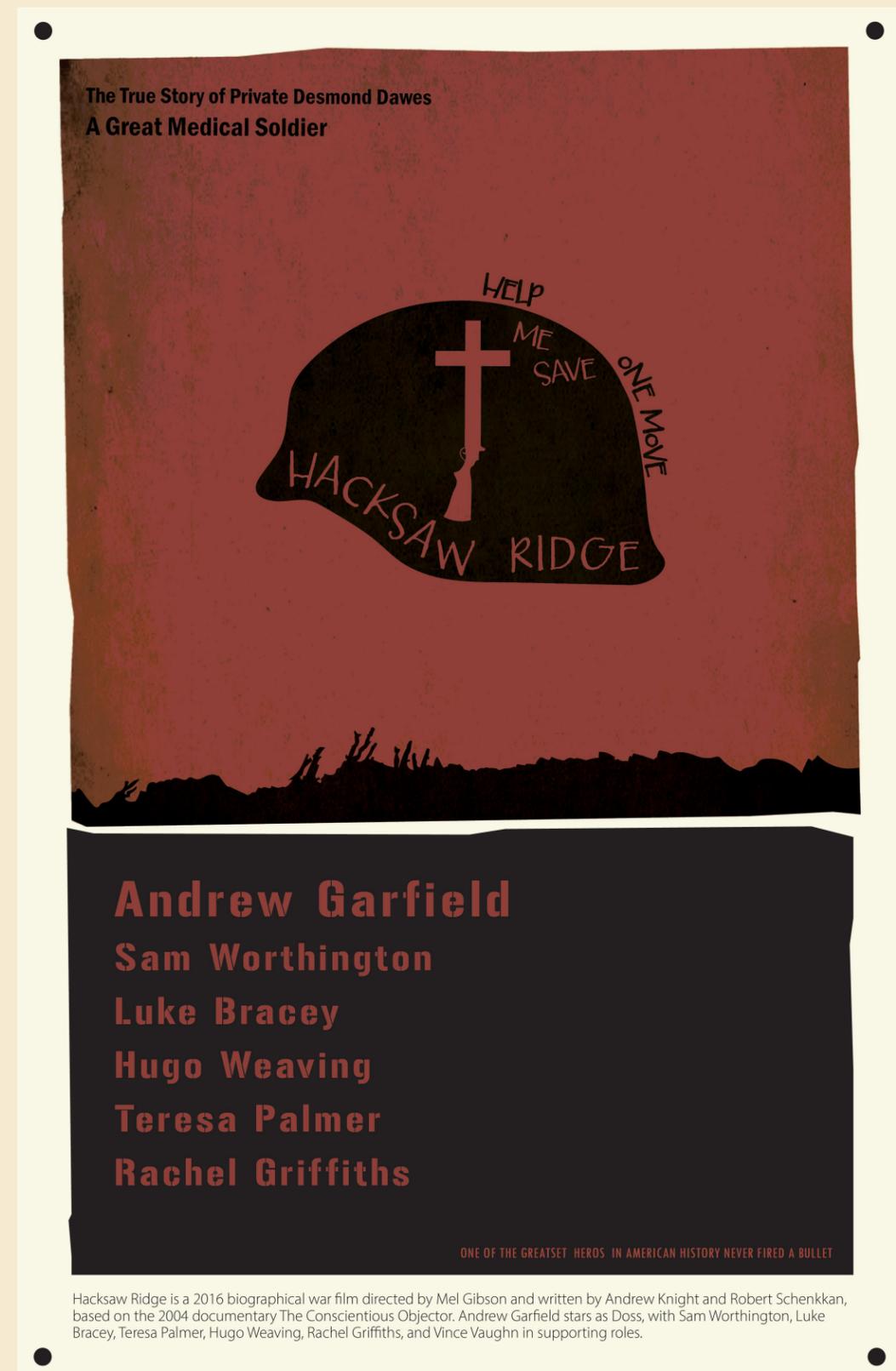
The use of a small number of fonts reserves a lot of negative space for the poster, making the helmet more attractive.

The messy text of the helmet shows Saul Bass' style, and the unaligned font makes the poster full of narrative.

The simple use of color makes the poster more relevant to the content of the film. Red is the most emotional color, symbolizing anger, excitement and bravery, and so on. Although simple, but can express a variety of meanings.

The alignment and proximity of the actors' names help create a bit of neatness and enhance readability.

The helmets are centered and the text is positioned on both sides. Once again, the message of the helmet is highlighted in the placement.



**The True Story of Private Desmond Daves
A Great Medical Soldier**



Andrew Garfield

Sam Worthington

Luke Bracey

Hugo Weaving

Teresa Palmer

Rachel Griffiths

ONE OF THE GREATSET HEROS IN AMERICAN HISTORY NEVER FIRED A BULLET

Hacksaw Ridge is a 2016 biographical war film directed by Mel Gibson and written by Andrew Knight and Robert Schenkkan, based on the 2004 documentary The Conscientious Objector. Andrew Garfield stars as Doss, with Sam Worthington, Luke Bracey, Teresa Palmer, Hugo Weaving, Rachel Griffiths, and Vince Vaughn in supporting roles.

FINAL COURSE REFLECTIVE QUESTIONS

The whole semester covers the study of illustrator, indesign and photoshop. Through this course, I learned about the importance of balance, alignment, distance, negative space, etc. in graphic design.

I think the biggest challenge is the interesting ideas. When you start working, you usually need to conceive many ideas in your brain and then exemplify them on a sketch one by one. The software is also difficult to use, and some complex designs require more features of the software, which you need to work hard to learn.

I personally enjoyed this class because I like the design work and bringing the ideas of my brain to life through the tools. It was also very interesting to watch other students' work and learn more.
