I began researching the graphic designer Saul Bass and exploring his style. Bass uses very simple shapes and contrasting colours of usually only 2-3 colours in one art piece. To understand his style, I replicated images of different objects in his style using simple shapes, no curves and very contrasting colours. After exploring different horror movie posters, I found that the posters follow rules to keep the posters similar. These rules are “The rules of three “and negative space. I then used this in my own poster later on. I decided to make my poster on the horror movie ‘Get Out’ written and directed by Jordan Peele. The film follows ‘Chris Washington’ who is a young African American man who discovers a disturbing secret about his white girlfriend’s family (Rose Armitage). The film follows him heading to the family house and staying there where things begin to become mysterious and unnerving as more and more the viewer and the main character are put in an eerier feeling until it is revealed the families true plan all along was to ‘inherit’ Chris’ body instead of letting him stay over to get to know the family. In the end, Chris manages to get away with the help of his good friend who foreshadows the plot through-out the film and is constantly worried about him.

To understand the film, I created a mood board including the main scenes, objects and characters of the film – things I can use in the final poster design. The most appealing scene to me was Chris being hypnotised by his girlfriend’s mother who simply stirs her tea with her spoon and makes Chris fall into the “Sunken Place” which is a vast empty area with Chris floating in the middle of it and Missy Armitage (the mother), being in a small box above him slowly fading away. I also explored other scenes such as his Chris using a deer to kill the father – Dean Armitage as well as one of the final scenes where Chris’ girlfriend is sitting on her bed look at other African American celebrities. She is seen drinking milk and having Fruit Loops in a separate bowl which suggests how Rose see’s separation as she even separates her food from white and coloured.

After collecting the mood board, I began to sketch different ideas – coming up with 17 different sketches of posters from images of the Deer to cup of tea being stirred by the spoon to the “Sunken Place”. Each sketch I would improve or try something completely different. In the end I chose to use the Sunken Place as my main poster idea. I sketched three more posters this time, using the previous sketches to create the final layout.

The first poster I began working on in Illustrator was the character floating at the bottom third of the poster with a huge light beaming down on him from a box – this is from the Sunken Place scene. I like this poster as it uses negative space with the character which made it so I did not needed to use more than the black and white already in the poster.

For my second poster, on paper, I created a cup of tea with a character falling into it, I then drew another poster where I zoomed in closer to the cup of tea and putting the character a lot smaller and further up the poster which showed how vast and empty the Sunken Place is. This also used the rule of thirds along with using negative space for the typographic title within the tea and on the cup. Finally, I added in the text above and below to make it as if it is a real movie poster. I then created this within Illustrator using only black and white as the colours as I believe these makes the character and cup of tea contrast with the background.

I really like how these two posters came out but I do find the second poster with a smaller character and bigger tea at the bottom to be the best out of the two as it is much more simpler design but also emphasises the importance of that specific scene within the movie as Chris is in the sunken place. I believe that if I had more time I would add some colour to the second poster to make it pop more and be more noticeable such as the colour red to some of the text and maybe make the character stand out more with colour too.