

# DESIGN 1

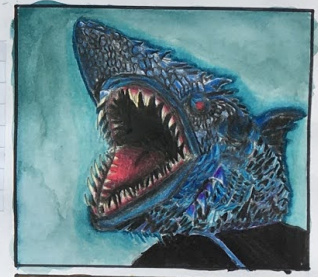
For this ESA paper I decided to create a poster for a horror movie titled "Half Open". The "Half Open" aspect of it revolves around a half-open door. The story entails the protagonist being chased by a masked serial killer. In the subject matter pictures, I took, I am standing next to a half-open door. I took these pictures with a tripod using a toy gun as a prop.



# MOVIE POSTER RESEARCH



For my subject matter studies, I recycled the pictures using color pencils, watercolor and marker pens — while utilizing brown paper and exercise book paper as textures for mixed media. I found the small-scale pieces to be the hardest as knowing how detailed I wanted to be in a small area was difficult.



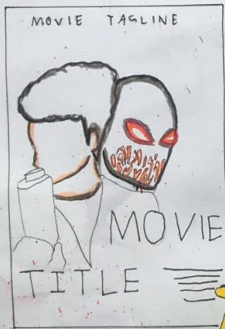
I also recycled several horror movie posters as inspiration. I chose "The Shining", and "Up From The Depths", to draw as they were the scariest. I tried to capture the horror genre with the use of color pencils, watercolor and marker pens. I chose specific elements of each poster that I found intriguing.



# HALF OPEN

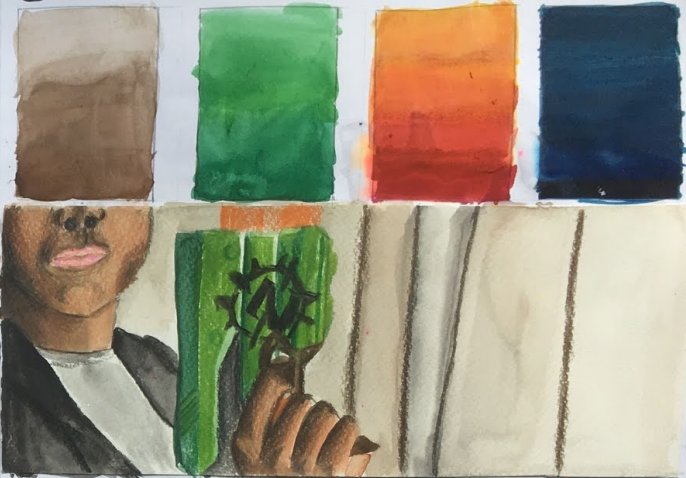


# TEMPLATE



# HALF

# COLOR STUDIES



# FONT STUDIES OPEN

HALF OPEN HALF

~~HALF OPEN~~ OPEN

HALF OPEN

HALF OPEN

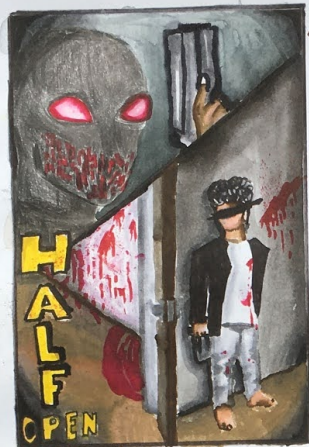
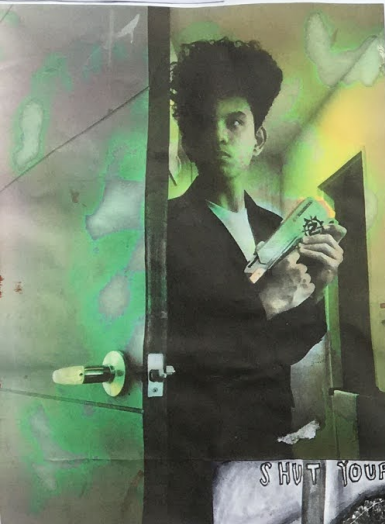
HALF OPEN HALF OPEN

HALF OPEN

MOVIE TAGLINE  
SHUT YOUR DOORS.

SHUT YOUR DOORS. SHUT YOUR DOORS.  
SHUT YOUR DOORS.  
SHUT YOUR DOORS.

# DESIGN 3



← This layout is inspired by a comic-book page aesthetic that I thought worked well. I used yellow for the main title as it contrasts the dark overall tone of the piece. This was achieved with color pencils, marker pens and watercolor. I attempted to capture the large-scale scene as a whole and used elements of perspective-centric angles to capture it, and details were secondary.

→ This layout focuses on the main characters (the antagonist and protagonist) and my aim was to emphasize the details of this piece. Once again, I followed a dark color palette so the red title would stand out. I used color pencils and watercolor to capture this.

This is a subject matter picture I recopied using watercolor and color pencil. I attempted to use different colors bleeding in the background to create a rainbow effect, which made it more vibrant.

← This layout was meant to be a black and white film noir style poster, using pencil and markers. The title is a bright color for visibility and the villain's eyes are colored to conjure an ominous effect. I found coordinating the contrasting looks of pencils and markers to be quite challenging.



→ This poster is inspired by 'The Shining' poster. I went for a more warmer tone here using a brown palette. This was to make the villain stand out and portray the 80's-style slasher film vibe. I used a minimalist title so it stands out, and achieved that successfully.



→ **HALF OPEN**

← This is another title font study I did. Here I experimented with a 'glitch' effect using color pencils and markers. This generated a futuristic, modernized look that fit well with the context of the film.



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DEVELOPMENT

# DESIGN 4

SHUT YOUR DOORS.



HALF

OPEN



SHUT YOUR DOORS.



HALF  
OPEN

THIS SUMMER.

This is a modified, enlarged version of the layout from design 3. I took the minimalist title from "The Shining" poster to bring attention to it. I went with an exaggerated comic book art style for the characters and changed the color scheme as part of my creative process. I used a primarily cool color palette, utilizing purple and blue hues to make the poster feel more coordinated. For the villain, I exaggerated shadows and highlights to create an ominous atmosphere, which I carried forward to the process of coloring myself. The poster is on a billboard, which I drew with yellow lighting to add some spookiness to it. While this piece is more detail-oriented, the one on the left focuses more on the "big picture". I feel the poster on the left has a balanced layout and was a good color contrast, and it's been enjoyed to provide impact. I used a sunset aesthetic behind gradient as the overall background for this design, bringing warmth to the prep as a whole.

DETAILED DEVELOPMENT

Syllabus code: 0400/02 Component 2: ESA\*  
Final outcome: *Movie Poster Design*  
Question number: *4*  
Centre name: *Tanarata International Schools*  
Centre number: *M441* Candidate number: *006*  
Candidate name: *Evan Matthew Gomez*

**SHUT YOUR DOORS.**



**THIS SUMMER.**

