

Movie Promotion Design Process

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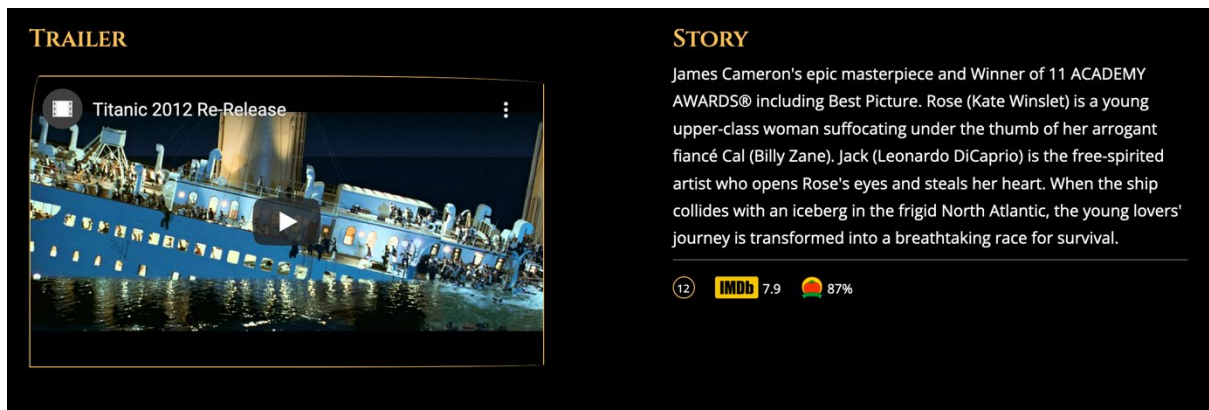
Movie Choice

It was difficult to make up my mind on which movie to promote because I have watched a couple of good movies so far, but I finally decided to go for *Titanic* because it's very popular and its partly based on true story.

Typography

I wanted the website to have a bit of a retro feel and a bit of a modern feel. Retro because it's an old movie. It was released as far back as 1997. And then modern because I want it to appeal to the younger generation who might have watched the movie as kids and will like to watch it again to really understand what the buzz around the movie was exactly all about.

I used 3 different typefaces for this project. They are as follows



Cinzel:

I chose [Cinzel](#). A serif Google typeface designed by Natanael Gamato to give the website a retro yet elegant feel. It looks like Trajan - The font used in the design of the original Titanic movie poster. Cinzel is a variable font with gives me more flexibility. It's an all-caps font and

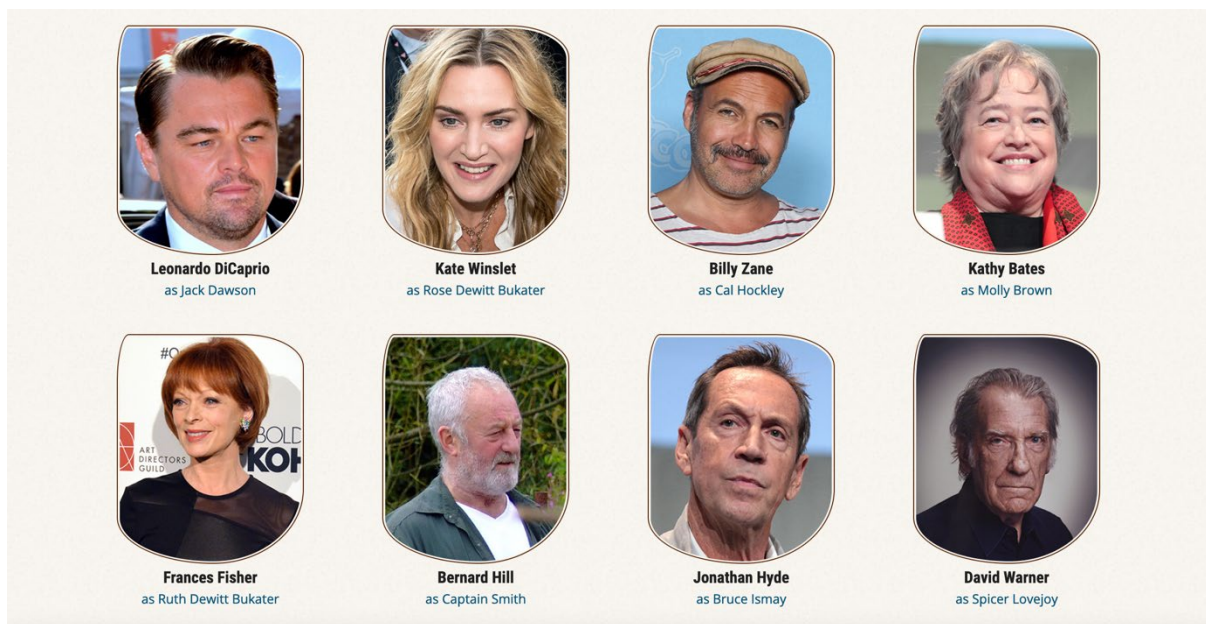
it works very well for headings. So, I used it for H1 and H2. Although the H1 is visually hidden using CSS and only assessable to screen readers.

Open Sans:

[Open Sans](#) is a sans serif Google typeface. It was chosen to balance the design with a modern typeface that is legible and can be read well on mobile. The x-height is relatively large compared to other fonts I considered.

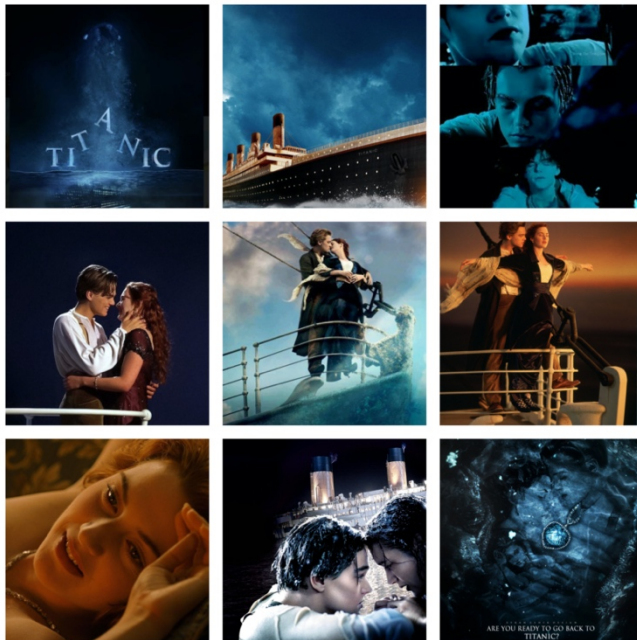
Roboto Condensed:

This [Google font](#) was chosen because it is long and fits perfectly for cast names. Some of the cast names were long and I wanted a font condensed enough fit them in a single line on mobile.



Colours

I started the colour selection process by creating a mood-board using screenshots from the original Titanic movie. I also added some images related to the movie. I wanted the website to have a warm look and feel. I also wanted some parts of the website to look like pages of an old newspaper (I finally achieved that by adding an old newspaper brown image as background image on that section). I extracted some colours and created a colour scheme from it. I adjusted the original colour scheme a bit to get that warm and retro feel.



Original Website Mood board



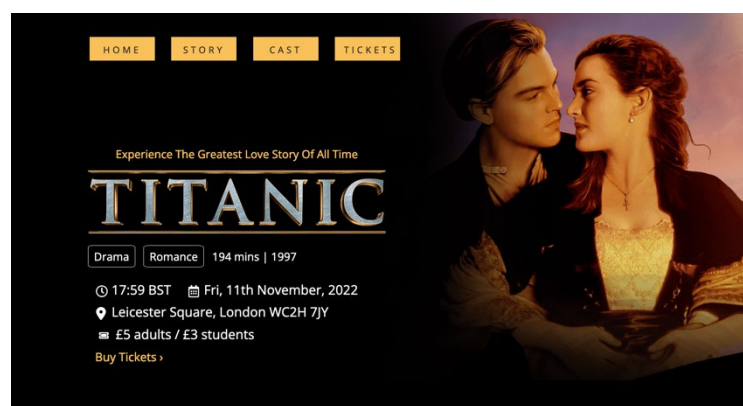
Website Colour Scheme



Adjusted Colour Scheme

Layout

I wanted the information hierarchy to be shown by the layout. I also wanted the layout to clearly show that the main reason for the website was for promotion of the movie. People don't spend too long reading online these days so I wanted the first page that will be shown to the user to contain all the relevant information about the website using the fewest of words.



I started the layout by sketching the plans as it was in my head using pen and paper. I later added original contents, using the chosen typefaces and colours on [Figma](#). This website is a one paged website. I made it that way because I assumed most of my target audience will be viewing the website on the mobile and most mobile users prefer long scrolling to going from page to page. It also makes all the information available in one place. Since I was intending to make the website very minimal, I didn't want to bombard my target audience with not-so-relevant information. More information about the initial design drafts before prototyping on [Figma](#) can be found on [Whimsical](#).

Content

Since the website is for promoting a movie, I planned to use few words and more images and videos on the project. At the top of the information hierarchy was the screening details which included the date, time, and venue of the event. I embedded the movie trailer from YouTube, summarized the movie plot and displayed images of some of the popular cast. I also added the movie ratings from rotten tomatoes and IMDB to convince my target audience that the movie was worth the hype. Towards the end of the page, I added some other movie metadata like release date and country of origin. I also embedded a google street-view map and a link to take people from their current location to the cinema. Contact details were also added to the website to make it easy to either call or text the organizers for more enquiries. The images had alt tags that made sense. I also added relevant aria tags and roles for accessibility. Finally, I added all the important details to the website title to increase the general SEO of the website.

Movie Poster

I created an A3 Movie poster using photoshop. I added all the necessary information as I had on the first screen of my website. I tried as much as possible to make the poster look like the website for brand consistency. I also added a barcode to the poster to make it easier for people to visit the website from the poster.

LEONARDO
DICAPRIO

KATE
WINSLET

Experience The Greatest Love Story Of All Time

TITANIC

Drama

Romance

194 mins | 1997

📅 Fri, 11th Nov, 2022

🕒 17:59 BST

📍 Leicester Square, London WC2H 7JY



Scan to
Book Ticket

£5 adults

£3 students

Written & Directed by
James Cameron

