

Movie Posters

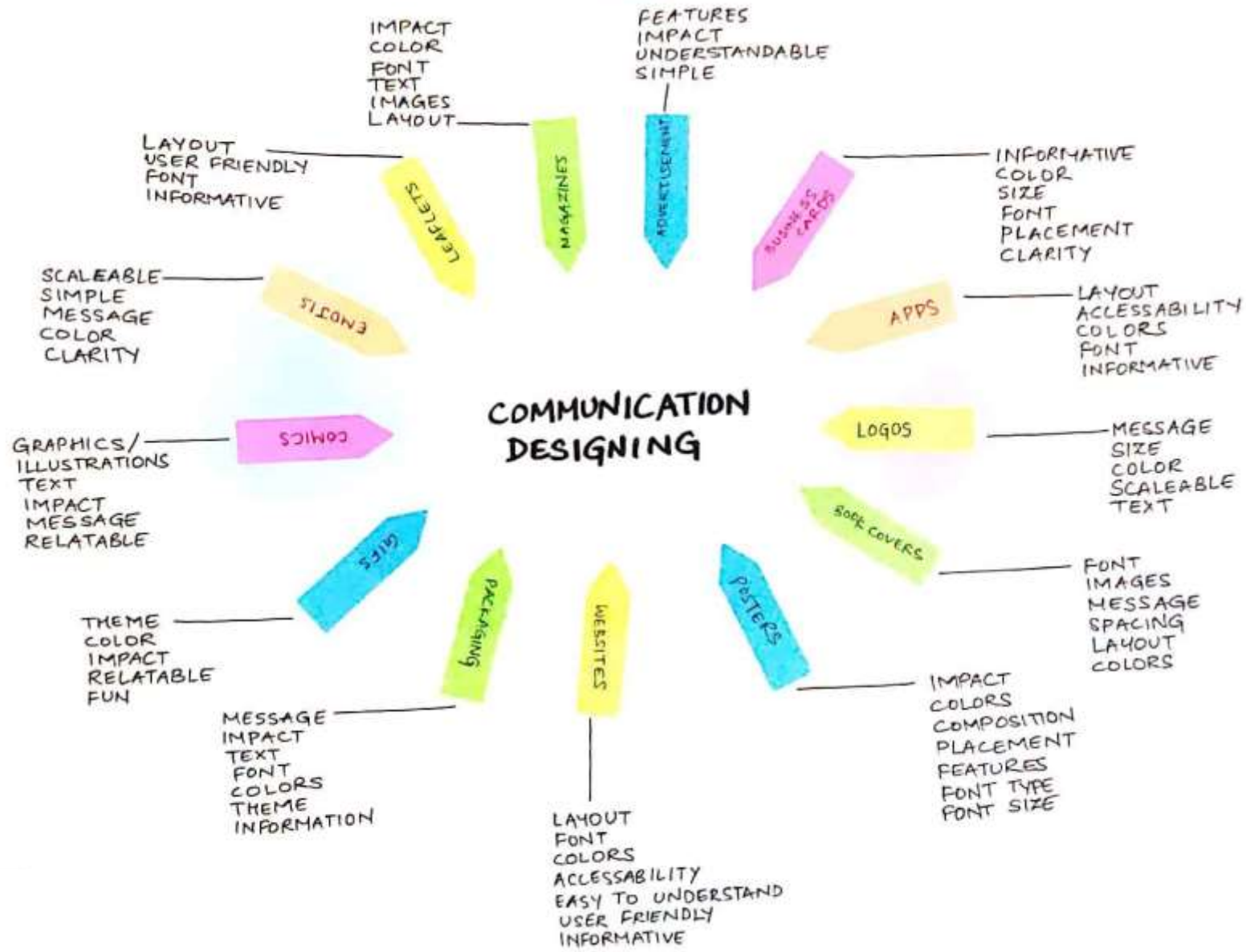
TANVI DESHPANDE

SECTION H

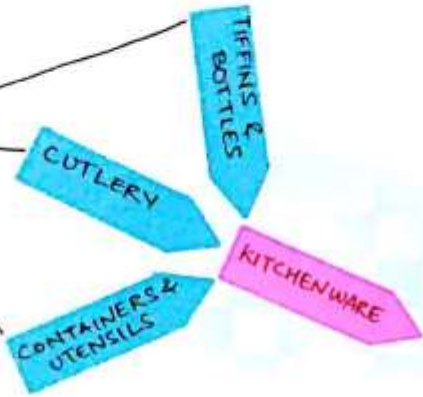




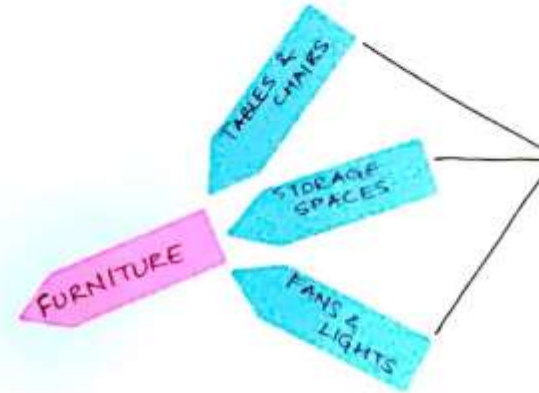
Mind Maps - A



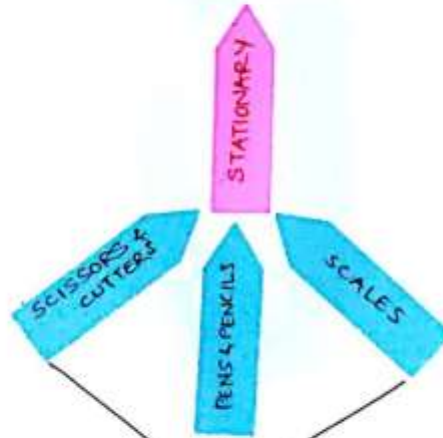
SAFETY
INSULATION
SHAPE
MATERIAL
SIZE
FUNCTION
STRUCTURE



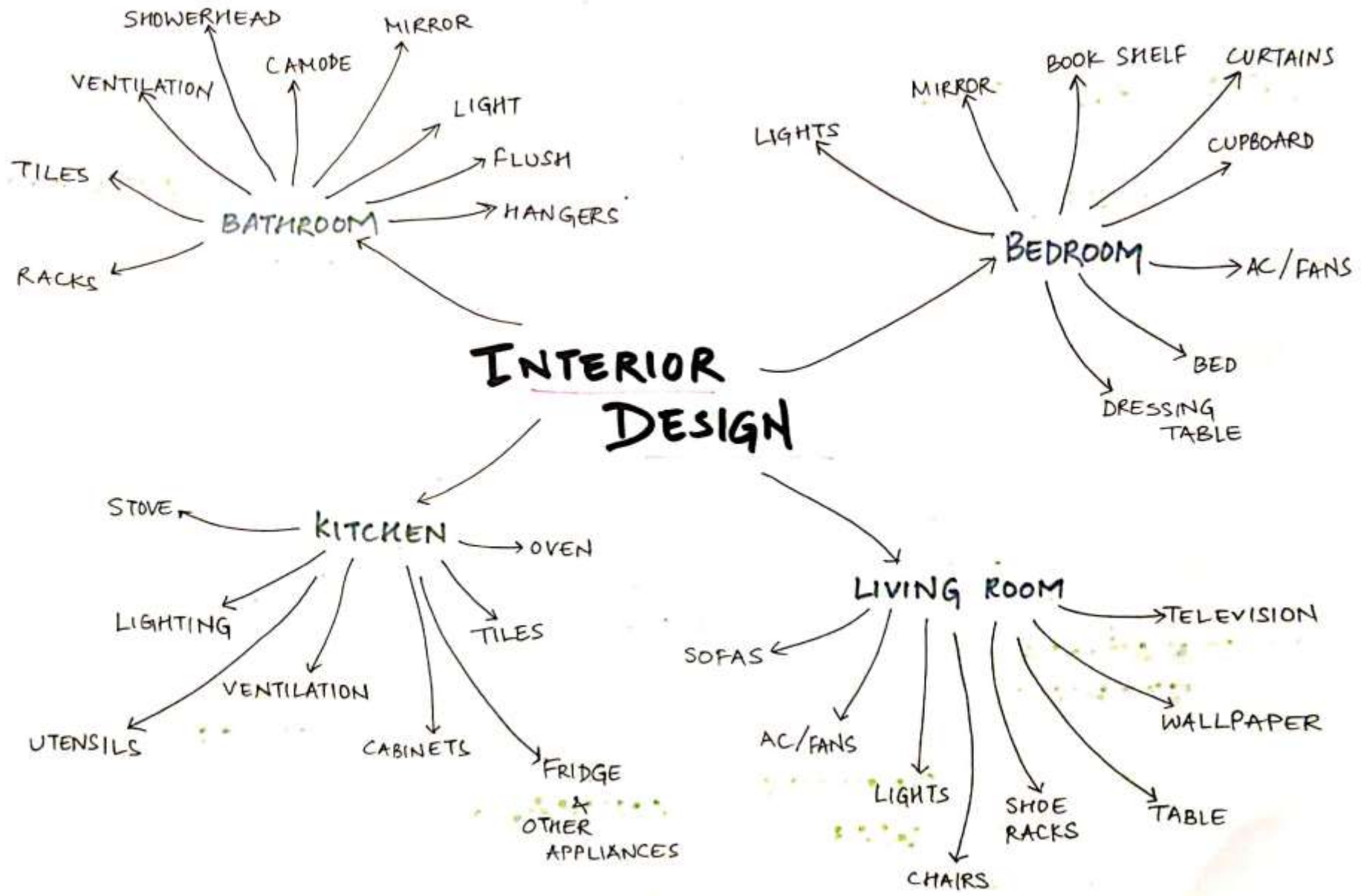
PRODUCT DESIGNING



SIZE
ACCURACY
AESTHETICS
ACCESSABLE
MATERIAL
SHAPE
FUNCTION
STRUCTURE
STURDINESS
USER FRIENDLY
SUSTAINABLE
SAFETY



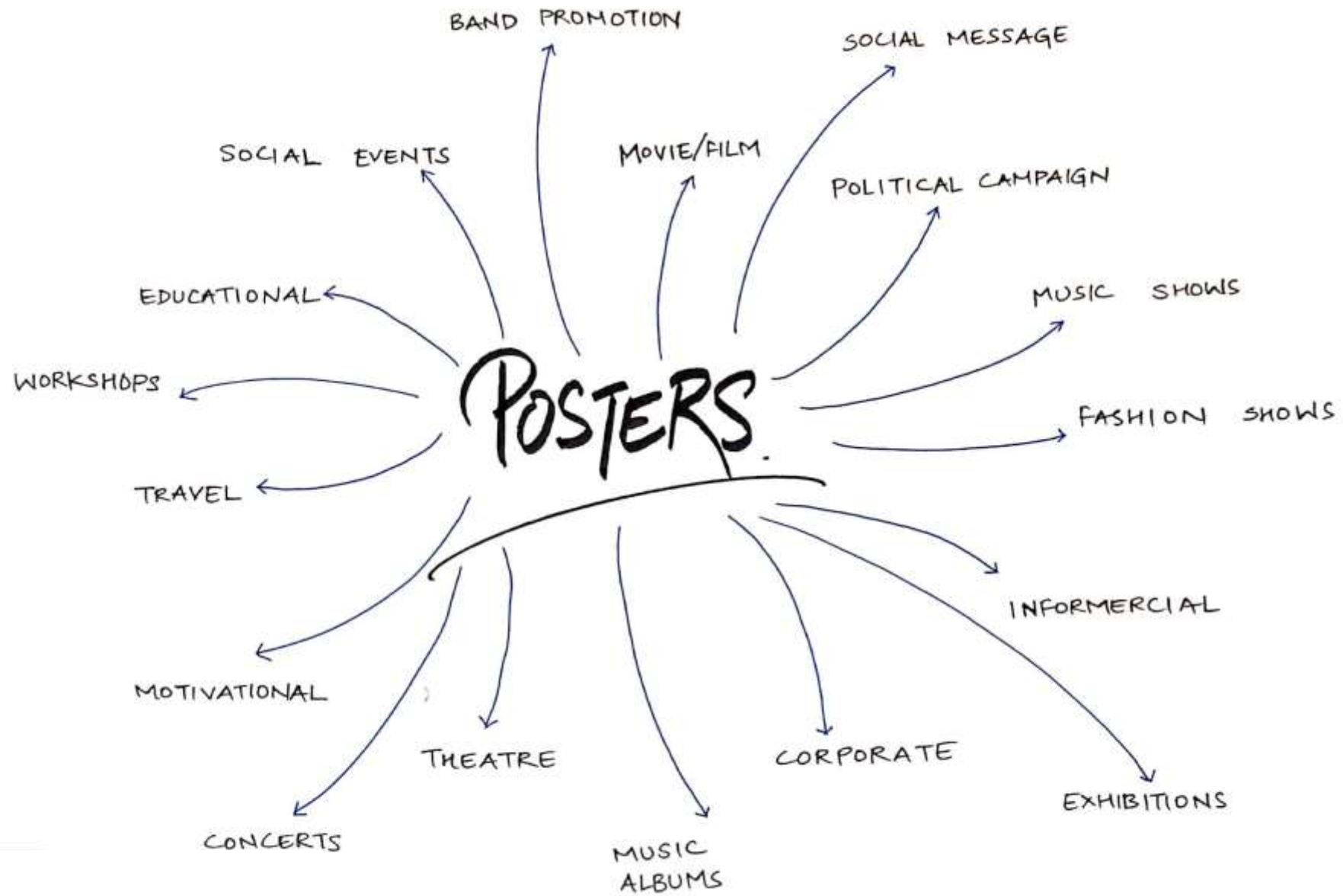
ACCURACY
ALIGNMENT
SAFETY
USER FRIENDLY
MATERIAL
SIZE
SUSTAINABLE





Mind Maps - B





Selection of Element: Movie Posters

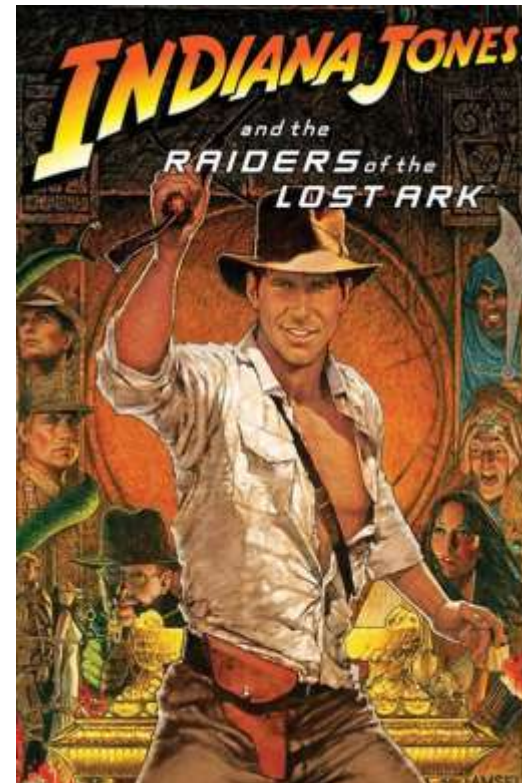
Looking at the Evolution of Hollywood Movie Posters Over the Years



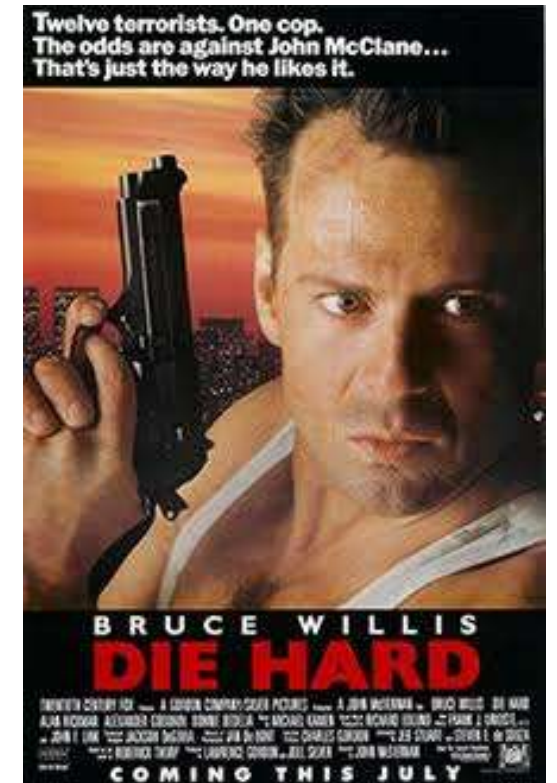
1920



1950



1981



1988



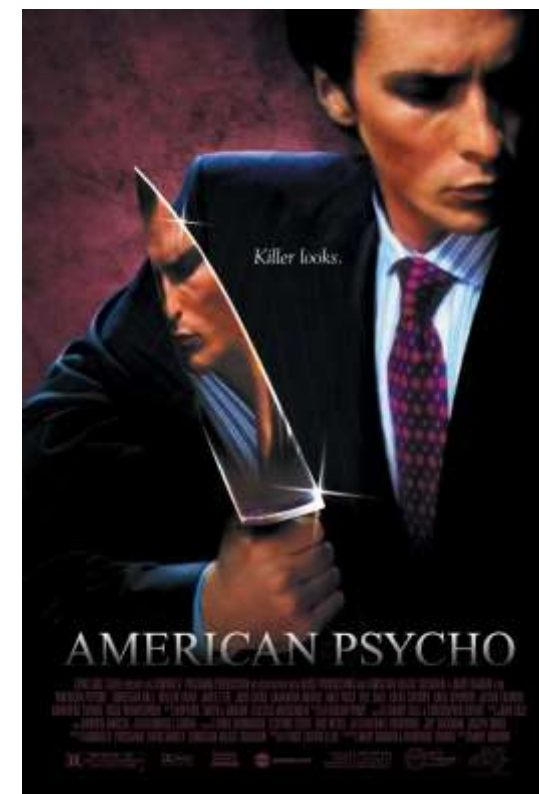
1993



1994



1998



2000



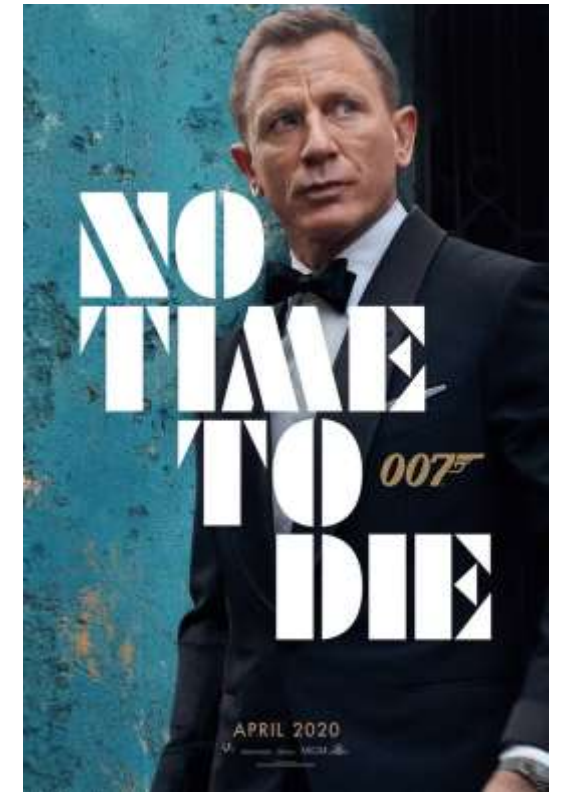
2006



2016



2016

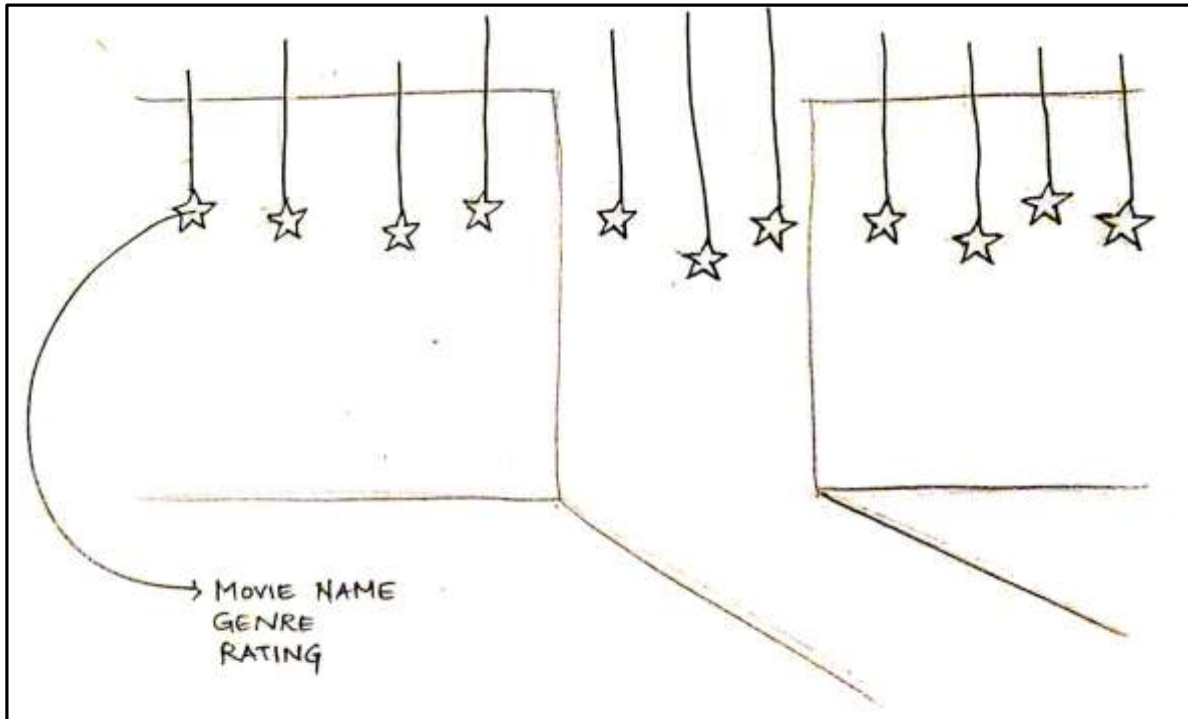


2020

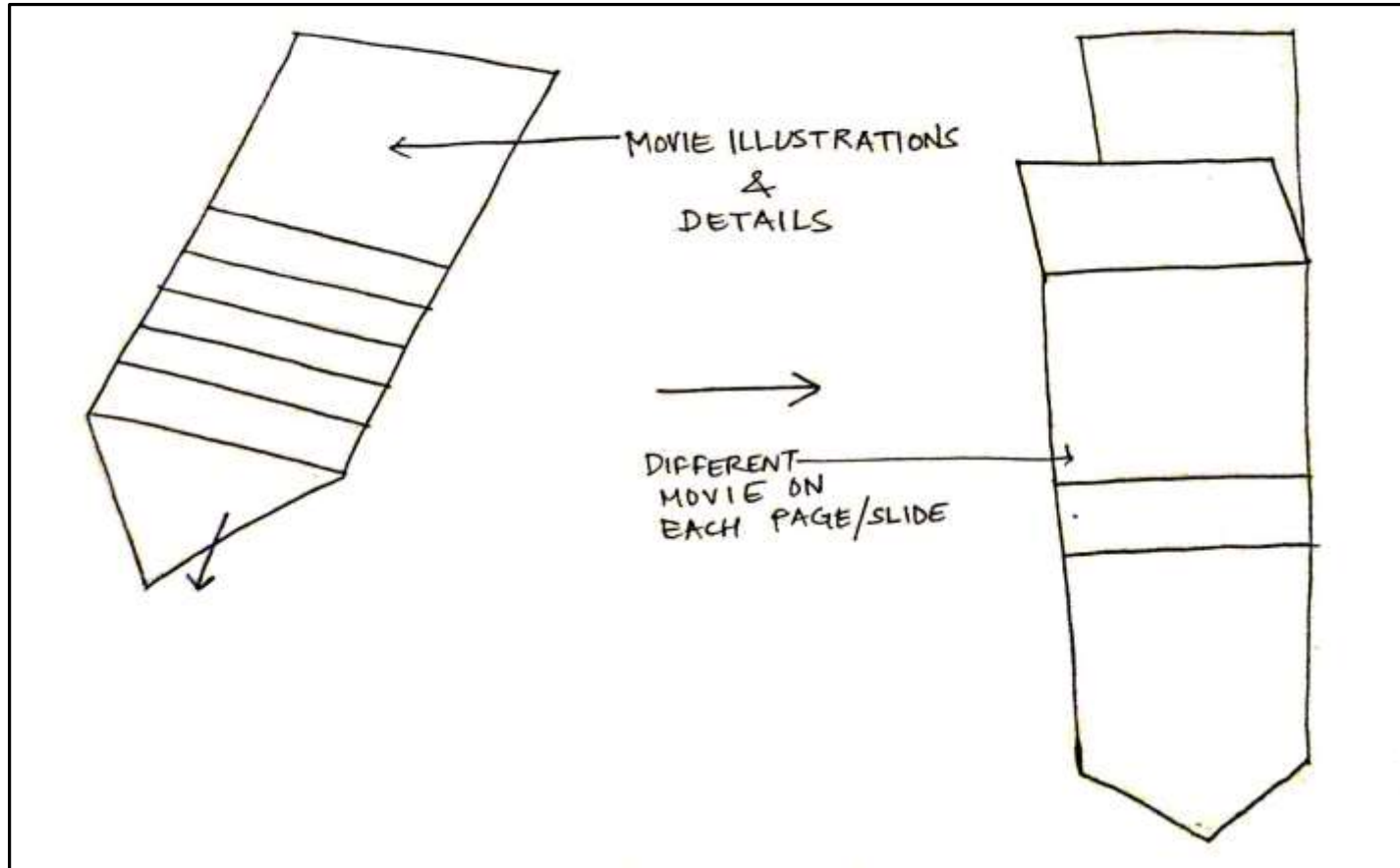
Context of Element design

The idea is to have an interactive installation at movie theatres so that the people can interact with it to find out about the new and upcoming movies. Another idea was to allow people to get updates about a movie via mail service. This would get people excited for each update and also keep them up-to-date about their favourite movie genres.

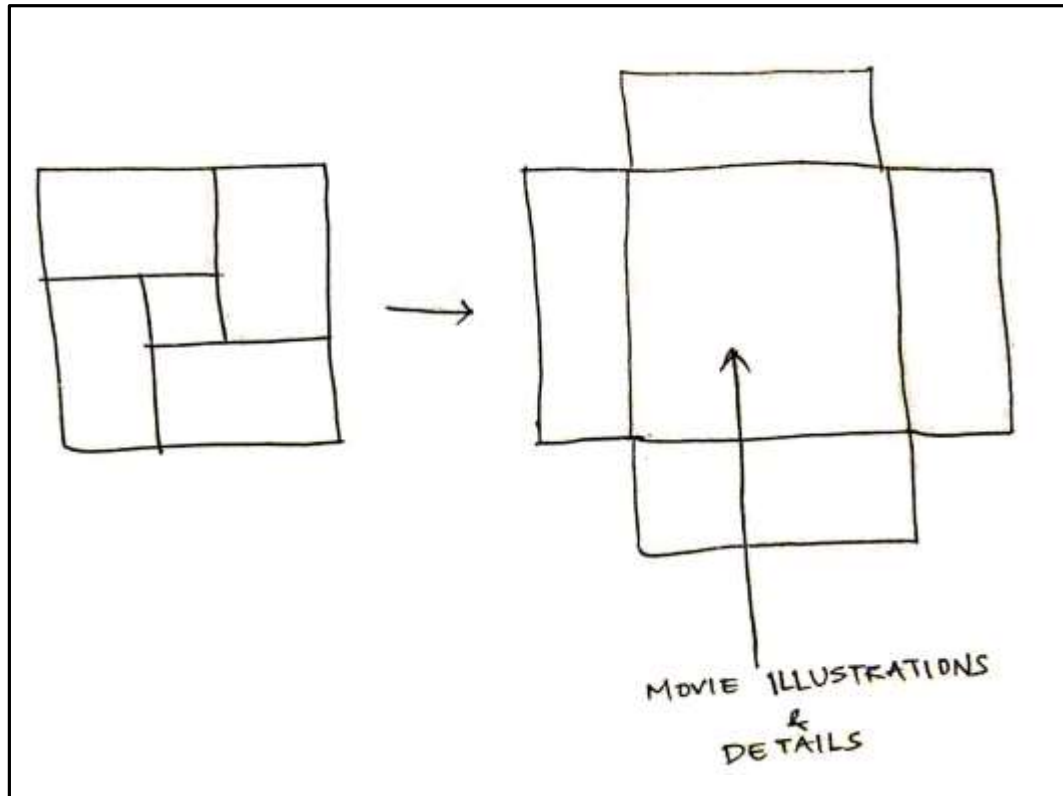
Iterations



Concept - Hanging movie poster stars. These would be hanging from the ceilings of a multicomplex. People can walk around and browse through these hangings to find out about the upcoming movies.

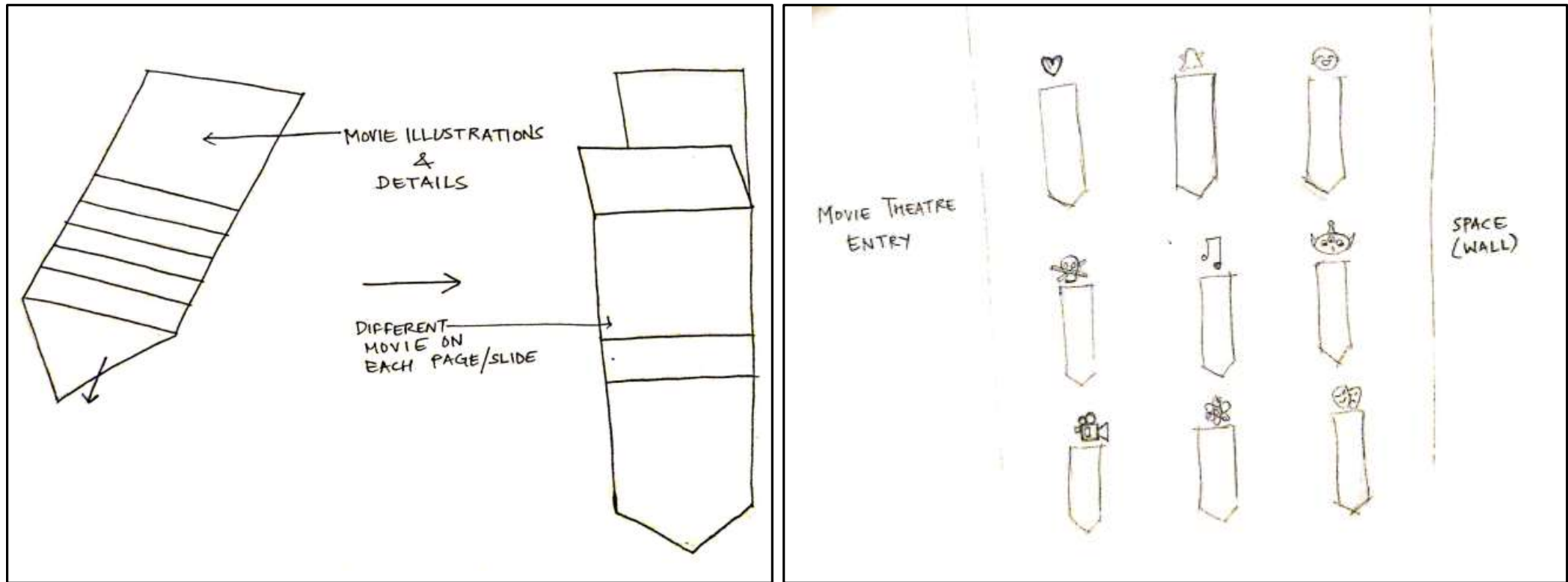


Concept - Waterfall posters. This installation will be up on the empty walls in the multiplexes. On the wall, every genre will have waterfall posters so that people can browse through their preferred movie genres. This could also be a great way for people to pass time while waiting for their movie to start.

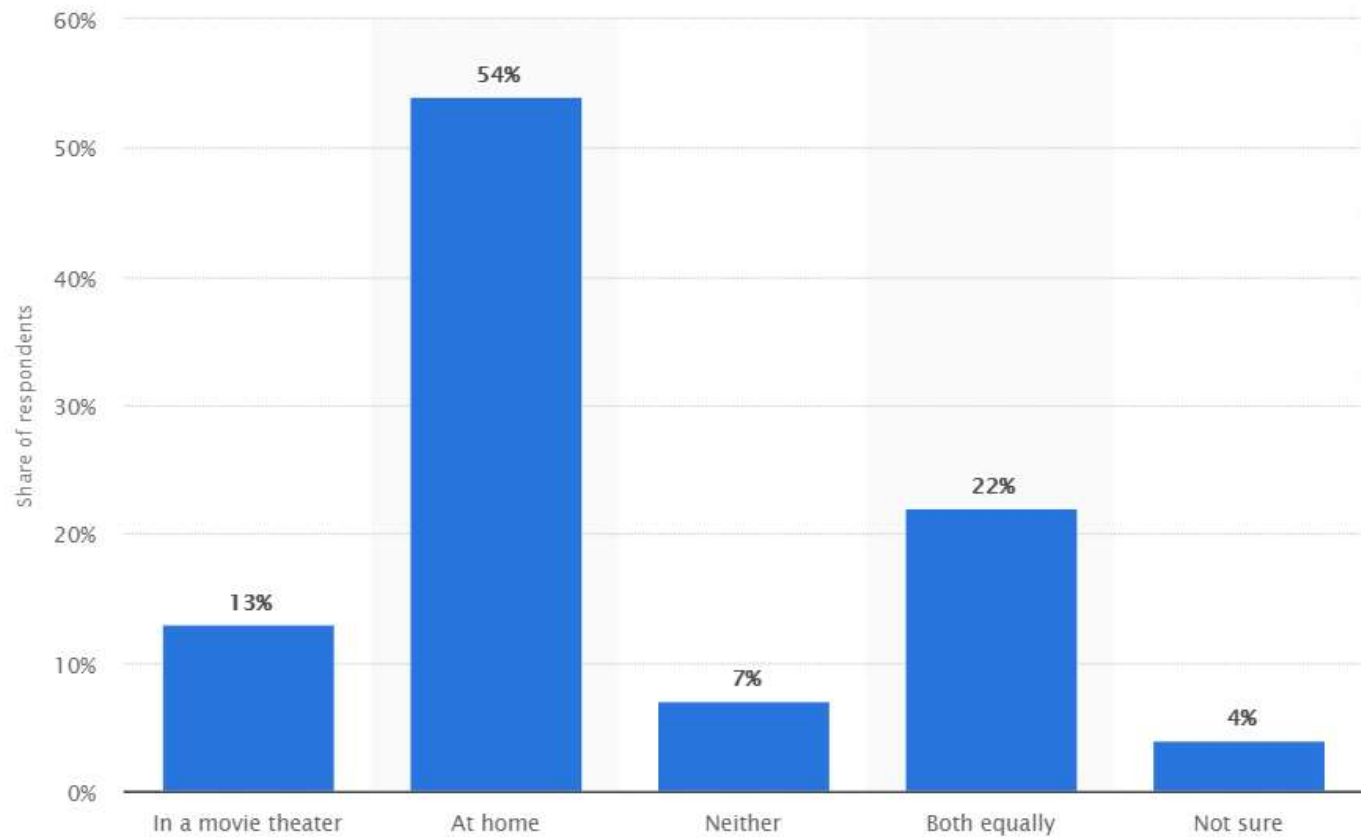


Concept - Pinwheel poster subscription. People will receive updates about the upcoming movies of their preferred genre through mail. This pinwheel poster opens up to have information about the movie.

Selection of design



Preferred movie watching locations among adults in the United States as of February 2018



[Additional Information](#)

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Sources

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Release date

February 2018

Region

United States

Survey time period

February 4 - 6, 2018

Number of respondents

1,500 respondents

Age group

18 years and older

Method of interview

Reference for space



Prototype



Mock up



My Learnings

1. Initially, I had trouble finding inspiration and coming up with ideas that could work in the real world. After a lot of ideating and iterations, I finally came up with ideas that made me happy. This took a lot of patience but it was worth it in the end.
2. This process had me think of ways I can make prototypes and mock-ups at home by using the resources I had. It made me realize that I am capable of making do with what I have to get my idea across.
3. Most importantly, I learnt how to look at something traditional in an untraditional way. For me to come up with good ideas, I had to completely unlearn what I know about posters while still remembering it's main function.

Bibliography

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