

ADOBE INDESIGN COMPREHENSIVE PROJECT MOVIE THEATRE/CINEMA

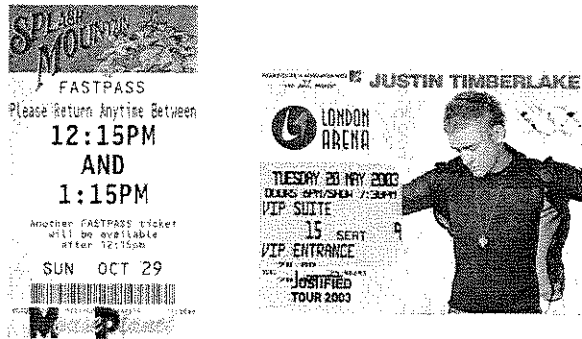
Logo: Design a logo for your movie theatre to be used on all projects.

Examples of real logos:



Special Screening Ticket: Design a ticket for a special one-time screening of a holiday film (your choice). You decide the date and time. Set up similar to a concert or theme park ticket. Make it 5" by 2" (landscape).

Samples of real tickets:



Concession Stand Flyer: Create a concessions special buy. Flyer (letter size/portrait) must contain a page border, outlined text filled with a pattern, rotated text, polygon or other shape, drop shadow, and must advertise a deal that includes popcorn, a drink, and a candy item. Your choice on specifics and price. Be creative, but professional.

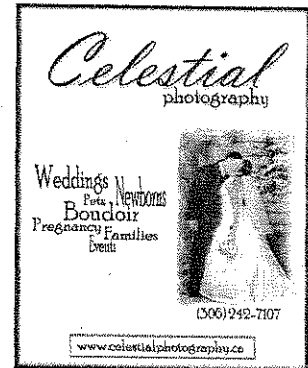
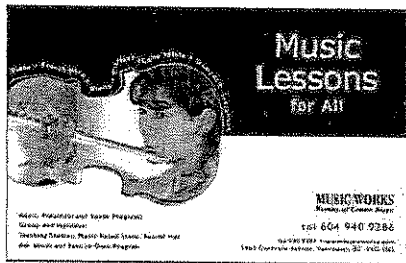
Tri-fold Brochure for Theatre Rental: Create a c-fold brochure. Set up landscape, .2" margins, 3 columns, .4" gutter. Include various packages for rentals. See scoring guide for panel requirements. Use the following websites for ideas:

- <http://www.chateautheatres.com/>
- <http://www.amctheatres.com/meetingandevents/index.html>

- want a challenge? Try to create an angle fold brochure! See <http://www.graphic-design.com/DTG/DTG-Solutions/Brochure/default.html>

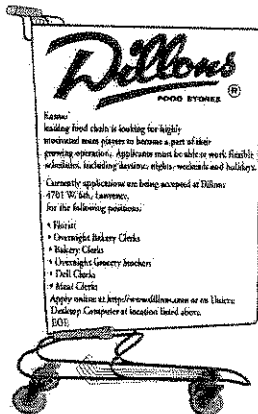
Advertisement for Yellow Pages (Phone Book): Create a 2 X 3 inch advertisement suitable for a telephone book. Include an overview of services and telephone number at a minimum. See scoring guide for requirements. Must be black and white.

Sample of telephone advertisements:



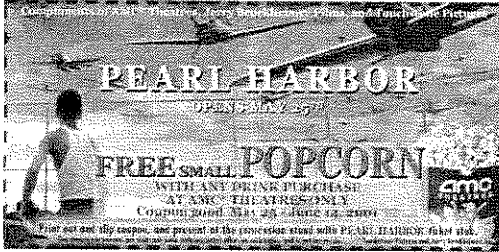
Advertisement for Classified Ads (job opening): Create an employment advertisement suitable for the newspaper. Select from assistant manager, concessions attendant, or theatre host. Ad should be 2" X 4" (tall advertisement). Include rotated text, at least three fonts, use of shapes/lines, and another advanced text feature (bullets, kerning, outlines, etc.)

Sample of employment advertisements:



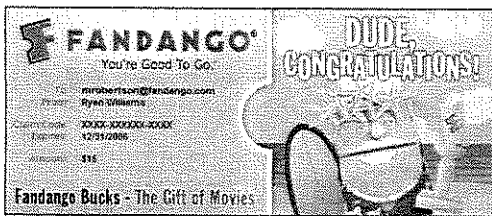
Coupon (popcorn): Create a 4" x 2" coupon with a dashed border

Sample Coupons:



Gift Card/Certificate: (Credit card sized – 3.370 x 2.125 inches) or Movie Bucks (dollar size – 6.14 x 2.61 inches)

Sample gift cards/certificates:



Movie Times Newsletter: Create a one page, front/back, newsletter. Have three main sections: **FEATURED FILM** (find a current hot film, write a short review, and include a photo from the movie); **DID YOU KNOW?** (find information about your favorite actor/actress, look up on IMDB, and write a summary; include a photo); and **JUST FOR FUN** (can include any "fun" movie stuff, but include some "movie mistakes" as well). For fun, include a word search of your favorite movies. Use the sites below for help:

- <http://www.armoredpenguin.com/wordsearch/>
- <http://reelmistakes.com/>
- <http://www.imdb.com>

Movie Theatre Project

Scoring Guide/Requirements

Name: _____

Logo Project: Size is up to student, but should make it somewhat large and scale it down as needed to maintain clarity.

Required	Points Possible	Your Points
Logo uses <u>two</u> of the following advanced features: drop shadow, letter kerning, scale, or rotation (circle features used)	10	
Originality	5	
Professionalism/Quality	10	
Total Points Possible	25	

Special Screening Ticket

Required	Points Possible	Your Points
Ticket uses <u>two</u> of the following advanced features: drop shadow, outlined text, vector drawn graphic/shape, gradient, transparency, letter kerning, scale, text on a line, or rotation (circle features used)	10	
Correct size: 5" wide by 2" tall	5	
Includes required information: name of film, date/time, seat number (optional)	5	
Graphic (photo) from movie selected	5	
Logo included (quite small)	5	
Professionalism/Quality (spelling/grammar included)	10	
Total Points Possible	40	

Concession Stand Flyer

Required	Points Possible	Your Points
Flyer uses each of the following advanced features: drop shadow, outlined text filled with a pattern, page border (set margins to .25" and put border over the margin guide), rotated text, and a shape (circle features used)	15	
Correct size: 8 ½" wide by 11" tall (portrait)	5	
Includes required information: name of deal, price, food items (popcorn, drink, and candy item)	5	
Use of color/fonts that match tone	5	
Logo included (sized appropriately)	5	
Professionalism/Quality (spelling/grammar included)	10	
Total Points Possible	45	

Yellow Pages Advertisement

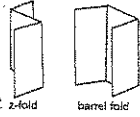
Required	Points Possible	Your Points
Ad uses <u>two</u> of the following advanced features: drop shadow, outlined text filled with a pattern, ad border, rotated text, reverse text, kerning, feathering, and a shape (circle features used)	10	
Correct size: 2" wide by 3" tall	5	
Includes required information: name of business, phone number, and overview of services	5	
Black and white/grayscale	5	
Logo included (sized appropriately)	5	
Professionalism/Quality (spelling/grammar included)	10	
Total Points Possible	40	

Classified Advertisement (Newspaper)

Required	Points Possible	Your Points
Ad uses rotated text, at least three fonts, shapes/lines, and an advanced text feature (bullets, kerning, outlines)	10	
Correct size: 2" wide by 4" tall	5	
Includes appropriate information AND a "movie reel" graphic	10	
Logo included (sized appropriately)	5	
Professionalism/Quality (spelling/grammar included)	10	
Total Points Possible	40	

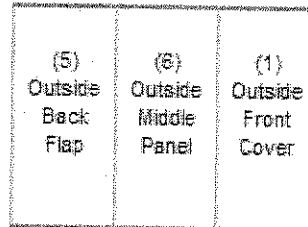
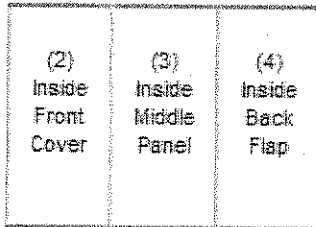
Movie Times Newsletter (2 pages – printed on one page front and back)

Required	Points Possible	Your Points
Newsletter uses multiple columns in three different sections, outlined words for title, divider lines, and a shape	10	
Correct size: 8 1/2" wide by 11" tall (.25" margins)	5	
Includes required information: month/year of publication, your name for contact information, movie prices, and brief overview of other services (detailed on the brochure)	10	
Required Content: Featured Film (film review) with graphic Did You Know? (info about an actor) with graphic Just For Fun (including movie mistakes) Word Search (created at the website)	20	
Printed front/back	5	
Logo included (sized appropriately)	5	
Professionalism/Quality (Spelling/grammar included)	20	
Total Points Possible	75	



Tri-Fold Brochure

Required	Points Possible	Your Points
Ticket uses <u>three</u> of the following advanced features: drop shadow, outlined text, vector drawn graphic/shape, gradient, transparency, letter kerning, scale, text on a line, or rotation (circle features used)	15	
Correct size: 11" wide by 8 1/2" tall (landscape) set up as brochure (.2" margins, 3 columns, .4" gutter)	5	
Includes required information: Panel 5—Testimonials or teasers (why should I read this!?) Panel 6—Rotated mailer with stamp placeholder Panel 1—Cover that includes logo and your name as manager Panel 2 & 3—Details about the various options for your customers (include prices) Panel 4—Form (use a table) for people to fill out if they are interested in reserving your theatre for a party/private showing, etc., (tabs with leaders used for lines can be used instead of tables)	25	
Use of symbol/glyphs for check boxes (on form)	5	
Use of graphics/color/fonts that match tone	10	
Logo included (sized appropriately)	5	
Professionalism/Quality (spelling/grammar included) --printed/folded properly	15	
Total Points Possible	80	



Helpful website for making good brochures--<http://www.vtaide.com/gleanings/BrochureLayout.htm>

Overall Project Grade

Project	Points Earned	Comments
Logo	/25	
Special Screening Ticket	/40	
Concession Stand Flyer	/45	
Yellow Pages Ad	/40	
Classified News Ad	/40	
Tri-fold Brochure	/80	
Movie Coupon/Gift Card	/40	
Movie Times Newsletter	/75	
Grade Sheet Included (with name on it)	/5	
Deduction: Late work – 10 pts. Per day		
Project Total	/390	