

Moisey Pievskiy

COM 414

**Mid-Term Project
“Gladiator” poster**

10/18/2023

Project description

Conception

Main idea was to make a minimalistic poster for the film "Gladiator" by Sir Ridley Scott. Playing around colors and impressions from the film which I had after I watched it.

Goals and target audience

My main goal is to plant an idea of watching the film in the audience - peers and professors. Also I wanted to train my Illustration skills in larger scale works, do the piece of work which I can put in my portfolio. Speaking about the audience - I had two core stakeholders: my peers (classmates) and professor Medici.

Poster style and details

For the poster I tried to stick with the minimalistic style, implementing Gestalt principles into my work. I played around color decisions cause I wanted to highlight the main character. So while all the colors are in the same mild brownish palette, Maximus and the name of the film are bright red, which is highlighting them from everything else. Which incorporates the movie idea and also symbolizes the blood of gladiators and Rome (western civilization).

Fonts

I picked Capitalis font since it is royalty free and shaped like the old latin alphabet would be. So it looks Roman, and the Q letter is iconic.

"IT'S A STUNNING
ROMAN
TRIUMPH"

PHILADELPHIA
INQUIRER

FIVE ACADEMIC
AWARDS
INCLUDING
OSCAR FOR THE
BEST FILM

"AN EXHILARATING,
SWEEPING EPIC THAT
BEGS TO BE SEEN ON
THE LARGEST
POSSIBLE SCREEN"

NEW YORK POST



GLADIATOR

BY SIR RIDLEY SCOTT

RUSSELL
CROWE

JOAQUIN
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CONNIE
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Professor Medici

October / 2023

Creative Brief – Mid-Term

Project Name

- o “Gladiator” by Sir Ridley Scott poster

Background Info:

- o The main idea is to make a movie poster which is going to be printed for people to watch the film.

Strategy/Goal/Objective

- o I’m expecting to get a good grade on my Mid Term project, but the most important thing is to improve my Illustrator skills and fill my portfolio with solid work.

Target Audience

- o I can point out 2 of my core target audiences. The first one is Prof. Medici, who is going to grade my project and judge it. The second one is my peers and classmates, who I need to impress and who are going to critique my work.

Key Messages:

- o Main Call to action is to watch the film. If it would be an actual premier of the Gladiator (it was shown in theaters the year I was born), I would want the spectators to go to the movie theaters. Now I want my peers to watch this film.

Look and Feel:

- o It is going to be minimalism. A big emphasis will be on colors.
- o When a person will take a look at my project I want him to have a question about what is this film.

Images:

- o I'm not going to use any images, only as the references.

Copy/Tagline:

- o There are no microcopy texts or taglines. Since it is minimalistic and not a premier showing of the film.

Deliverables Required/Deadline Date:

- o I should provide brief, cover documents about fonts, colors and illustrations and the poster itself (digital and hard copy) by the 10/18/2023.

Budget:

- o Monthly subscription to illustrator - 24\$, in my case it is free.