

# ART PROJECT

## CANVA MOVIE POSTER REDESIGN



### CANVA PROGRAM BASICS

#### DOCUMENT SET UP

Canva is a great tool for creating informative layout designs in a variety of templates from presentations to booklets to brochures. It works well for combining text and graphics.

##### STEP ONE:

- Open Canva.
- Log in.
- On the home page go to PRINT PRODUCTS in the middle bar.
- Either scroll through the POPULAR options to find



Strong Visual Connection to the Movie



Good use of Typography



Good use of Balance

### FILM POSTER DESIGN USING CANVA

##### STEP ONE:

- Open Canva.
- Log in.
- On the home page go to PRINT PRODUCTS in the middle bar.
- Either scroll through the POPULAR options to find the POSTER template or scroll down to the MARKETING section and select POSTER from the list.
- You can also click CREATE A DESIGN at the top and select POSTER from the list.

##### STEP TWO:

- Once the POSTER template opens, scroll through the template options in the left toolbar.
- Click a design to drop it onto your poster.
- You can also search keywords to find a base template that fits your film poster design.
- You can also click CREATE A DESIGN at the top and select POSTER from the list.



INTRODUCTION TO GRAPHIC DESIGN  
LESSON PLAN, ACTIVITIES, 2 PRESENTATIONS, +



# GRAPHIC DESIGN PROJECT



This lesson pack is geared towards upper elementary and high school art classes.



**Perfect introduction to graphic design using a free, online program.**



Teacher notes and demo video included to help you guide the project. No Canva experience is needed!



**Lesson plan, activities, presentations, & more.**



# WHAT YOU GET

## This Project Pack Includes:

- ✓ Lesson Plan (7 pages)
- ✓ 2 Presentations (36 slides)
- ✓ Canva, Project Guide (7 pages)
- ✓ 2 Activities (4 pages)
- ✓ Critique, Rubric (6 pages)





## ART & ADVERTISING

### FILM POSTER DESIGN

#### BIG IDEA:

- Designing in your style

#### ESSENTIAL QUESTIONS:

- What are the principles of design?
- How can you add your own style to an existing design?
- What information is important to include on a film poster?

#### OBJECTIVES: Students will...

- Learn about the history of film posters.
- Look at examples of film poster designs.
- Look at how the principles of design impact a design
- Practice the basics of using Canva.
- Complete handouts to help inspire their project.
- Create a poster redesign of their favorite movie using Canva.
- Write an artist statement explaining the intent behind their design.
- Participate in a critique of their finished design.

STANDARDS: <http://www.nationalartsstandards.org/>

Middle School:

MEDIA ART:

- 6<sup>th</sup> grade: Media Art/Creating: MA:Cr1.1.1.6
  - a. Formulate variations of goals and solutions for media artworks by practicing chosen creative processes, such as sketching, improvising and brainstorming.
- 6<sup>th</sup> grade: Media Art/Creating: MA:Cr2.1.1.
  - A. Organize, propose, and evaluate artistic ideas, plans, prototypes, and production processes for media arts productions, considering purposeful intent.
- 6<sup>th</sup> grade: Media Art/Presenting: MA:Pr6.1.6
  - a. Analyze various presentation formats and fulfill various tasks and defined processes in the presentation and/or distribution of media artworks.
  - b. Analyze results of and improvements for presenting media artworks.
- 7<sup>th</sup> grade: Media Art/Creating: 7<sup>th</sup> grade: MA:Cr1.1.1.7
  - A. Produce a variety of ideas and solutions for media artworks through Produce a variety of ideas and solutions for media artworks

- Visual Arts/Creating, 8<sup>th</sup>, VA:Cr2.2.8, Demonstrate awareness of practices, issues, and ethics of appropriation, fair use, copyright, open source, and creative commons as they apply to creating works of art and design.
- Visual Arts/Creating, 8<sup>th</sup>, VA:Cr2.3.8, Select, organize, and design images and words to make visually clear and compelling presentations.

#### CCSS: ENGLISH LANGUAGE ARTS

- 6<sup>th</sup> grade, literature: [CCSS.ELA-LITERACY.RL.6.2](#)  
Determine a theme or central idea of a text and how it is conveyed through particular details; provide a summary of the text distinct from personal opinions or judgments.
- 7<sup>th</sup> grade, literature: [CCSS.ELA-LITERACY.RL.7.2](#)  
Determine a theme or central idea of a text and analyze its development over the course of the text; provide an objective summary of the text.
- 8<sup>th</sup> grade, literature: [CCSS.ELA-LITERACY.RL.8.2](#)  
Determine a theme or central idea of a text and analyze its development over the course of the text, including its relationship to the characters, setting, and plot; provide an objective summary of the text.

High School:

MEDIA ART:

- Proficient: Media Arts, Responding: MA:Re7.1.HSI
  - a. Analyze the qualities of and relationships between the components, style, and preferences communicated by media artworks and artists.
  - b. Analyze how a variety of media artworks manage audience experience and create intention through multimodal perception.
- Proficient: Media Art, Creating: A:Cr2.1.1.HSI
  - a. aesthetic criteria in developing, proposing, and refining artistic ideas, plans, prototypes, and production processes for media arts productions, considering original inspirations, goals, and presentation context.
- Proficient: Media Art, Creating: MA:Cr3.1.HSI
  - a. Consolidate production processes to demonstrate deliberate choices in organizing and integrating content and stylistic conventions in media arts productions, demonstrating understanding of associated principles, such as emphasis and tone.
  - b. Refine and modify media artworks, honing aesthetic quality and intentionally accentuating stylistic elements, to reflect an understanding of personal goals and preferences.
- Proficient: Media Art, Producing: MA:Pr6.1.HSI
  - a. Design the presentation and distribution of collections of media artworks, considering combinations of artworks, formats, and audiences.
  - b. Evaluate and implement improvements in presenting media artworks.

- Look more indepth at poster redesigns with this video: [youtube.com/watch?v=jwWBQMbMpT4](https://www.youtube.com/watch?v=jwWBQMbMpT4) you can watch only a few examples or the whole video.
- Look at the principles of design, with focus on emphasis, balance, hierarchy, and unity. Also look at typography and the elements of art.
- Share their project: redesigning a film poster.
- Explain that they will start by researching film posters then learning basic Canva techniques. Once they decide what type of design to focus on they will select their "client" and collect information specific to the movie they chose.
- Go through more project specifics, take questions as the arise.
- Go through project expectations and grading.
- Answer any questions or continue discussion if needed.
- Pass out the film poster research sheet.
- Allow students to get started on the worksheet.
- Have students clean up the last five minutes of class.

#### DAY 2: Introduction to Canva

*Before the class arrives, have your computer screen shared on projected to do a quick Photoshop demo.*

- Once students arrive, open your Canva.
  - Walk the students through basics of setting up their account, where tools are, how to upload items, search for templates, and similar.
  - They are learning basics of the program to help with their branding brochure, but they will learn tools more specific to their designs tomorrow.
- Pass out the Canva Basics handout and have students walk through the steps to familiarize themselves with the program.
- If they move through the steps quickly, they can continue working on their film poster research sheet.
- The research sheet should be collected for a participation grade once they finish.
- Have students clean up the last few minutes of class.

#### DAY 3: Project Start

- Once students arrive have them get out notebooks, sketchbooks, etc. to take notes during the presentation. Pull up the Film Poster How To PowerPoint.
  - Engage students in a discussion as you go through the slides.
  - Give an overview of the design process.
  - Talk about how color and style can impact the design.
  - Look at the psychology of color and use of colors schemes.
  - Watch this video: <https://www.youtube.com/watch?v=BEbW2fXSShc> The video is 18 minutes long, shorten it by only watching the overview of each

# LESSON PLAN

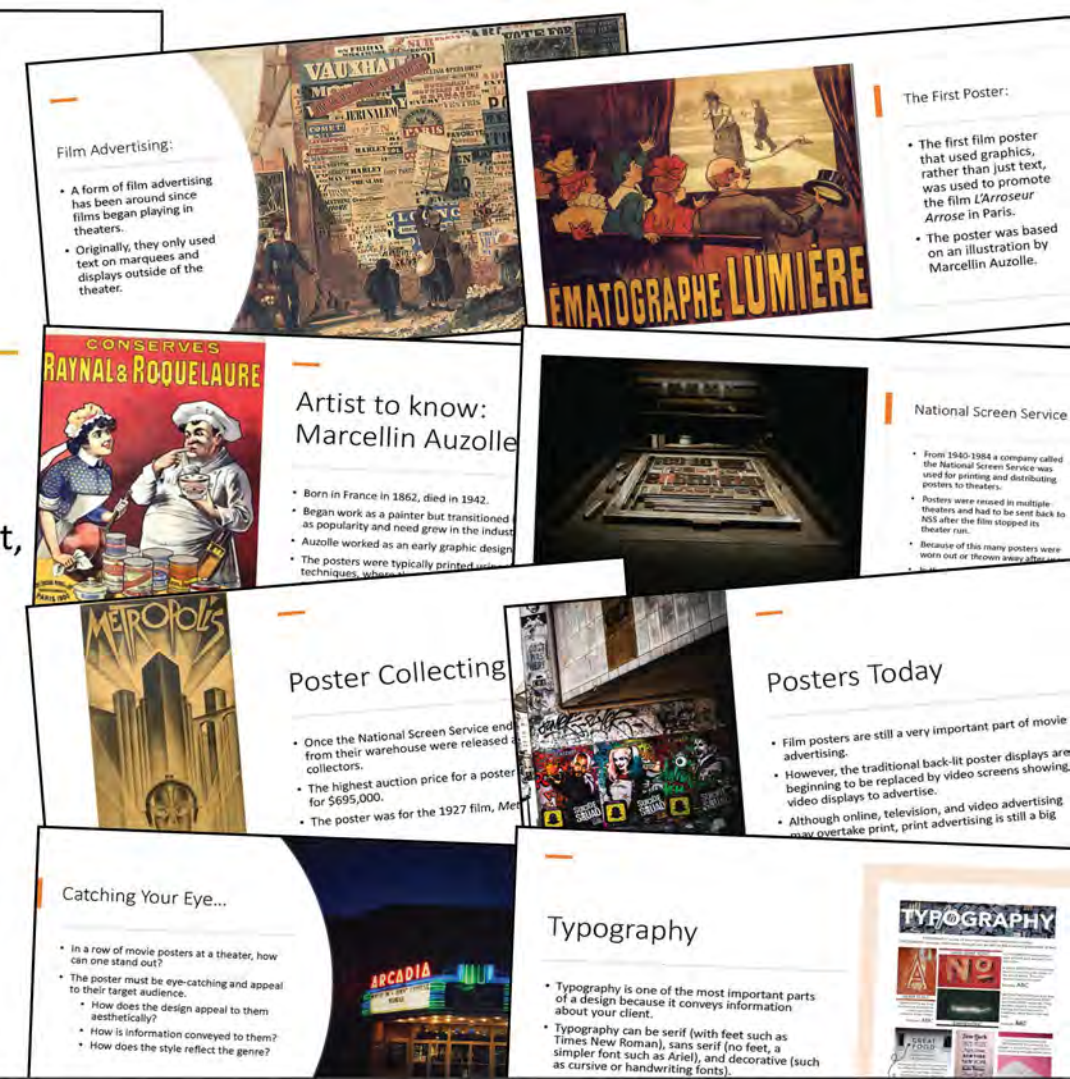
BIG IDEA, ESSENTIAL QUESTIONS, US NATIONAL STANDARDS,  
STEP-BY-STEP INSTRUCTIONS





# Film Poster Designer

- A film poster designer is responsible for translating an entire movie down to a single image.
- They will often work with a marketing team to ensure the font, colors, and similar align with the movie.
- Stills from the movie are often used, with some alteration.
- Photoshop is the primary application used in poster design.
- There is not a specific college degree in film poster design. Many film poster designers focus on graphic design, illustration, fine arts, photography, or similar in college.
- You don't need a college degree, you just need to be good at your craft and get a foot in the door in the industry.



# PRESENTATION 1

## INTRODUCTION TO GRAPHIC DESIGN, HISTORY OF POSTERS

### 23 SLIDES



# FILM POSTER RESEARCH SHEET

Read a brief overview of the history of film posters here:  
<https://postercollector.co.uk/blog/how-has-the-evolution-of-film-impacted-movie-poster-design/>  
Then answer the following questions:

1. After reading through the styles of film posters through the decades, which decade appealed to you most? Why?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
2. Find a movie poster that has a style you like. Describe it and why you like the style.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
3. Hover over "POSTERS" in the top menu, go under "GENRE" in the menu that pops up and click on "ACTION." What are similarities you see between the action posters?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
4. Select one action poster that has a style you like. Describe it and describe why you like it.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Go to <https://movieposters.com>  
Hover over "POSTERS" in the top menu bar.  
Click the link to the decade you discussed above in the menu that pops up.

## FILM POSTER Gathering Information

Movie Title: \_\_\_\_\_

Studio Name: \_\_\_\_\_

Genre: \_\_\_\_\_

Main actors and actresses: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Teaser sentence or tagline: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Quote or review (optional): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Other relevant information: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Target audience (teenager, adult, etc.): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Movie plot: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5. Hover over "POSTERS" in the top menu, go under "GENRE" in the menu that pops up and click on "COMEDY." What are similarities you see between the comedy posters?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
6. Select one comedy poster that has a style you like. Describe it and describe why you like it.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
7. Hover over "POSTERS" in the top menu, go under "GENRE" in the menu that pops up and click on "DRAMA." What are similarities you see between the drama posters?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

LIST IT  
Write out ideas for visual, fonts, and layout for your film poster.

SKETCH IT  
Sketch out ideas for your film poster

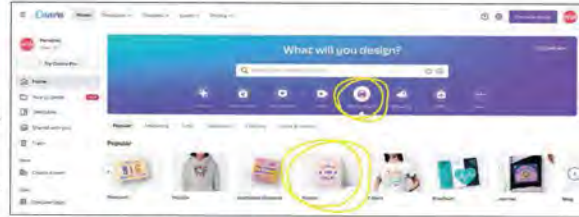


## DOCUMENT SET UP

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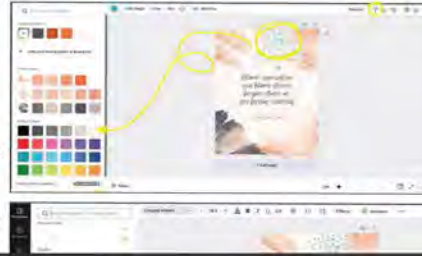
## STEP TWO:

- Once the POSTER template opens, scroll through the template options in the left toolbar.
- Click a design to drop it onto your poster.
- You can also search keywords to find a base template that fits your aesthetic.
- This is just a base design, you will swap out colors and graphics to develop your own, unique design.



## STEP THREE:

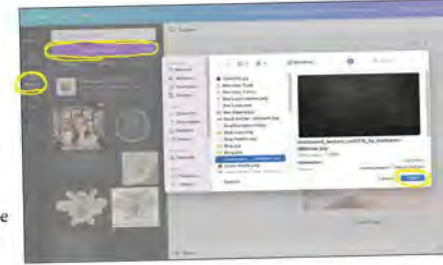
- Play around with the template and familiarize yourself with the tools that pop up.
- Click on one of the graphics on your poster and see what options pop up in the top menu bar. Can you change the color or transparency? Click the square color swatch to pull up color options in the left toolbar. Click other options in the top



## ADDING ELEMENTS

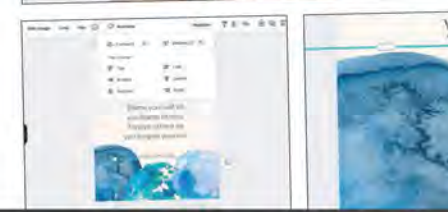
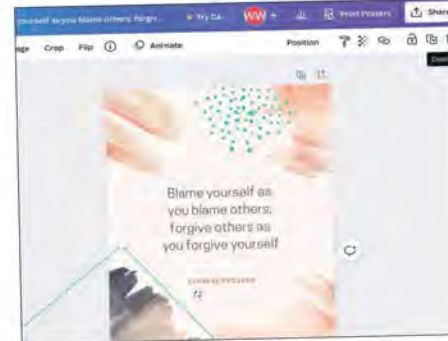
## STEP FOUR:

- Take this base template and make it your own!
- Go to the left sidebar and click UPLOAD.
- Click the UPLOAD MEDIA button.
- In the window that pops up, navigate to pictures, graphics, or similar on your computer to upload them.
- Once uploaded, they will appear in the sidebar under UPLOAD.
- Try adding some of these to your poster design.



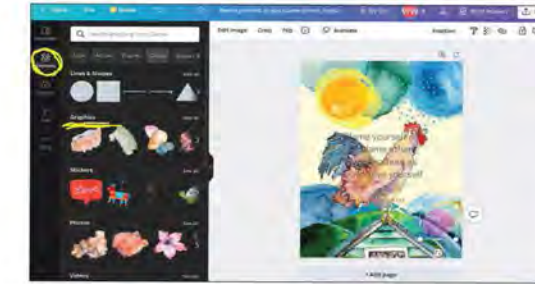
## STEP FIVE:

- Delete any of the graphics included on the template design you don't want.
- Drop in the photographs and graphics you uploaded to start making the design your own.
- TIP: If the image fills the entire page, that means you are dropping it into the background. If you don't want that, move the image so it's small and drops as the top layer.
- You can resize and crop the graphics you add.
- RESIZE: drag the corners of the graphic in and out.
- CROP: drag the bars on the sides, top, and bottom to crop the graphic.
- Rearrange your graphics by selecting the graphic, go to POSITION in the top menu bar and bring forward, push above and below other layers or change the location on the document.
- You can also click to select the graphic and drag it to a spot on your page.
- You can also click the background



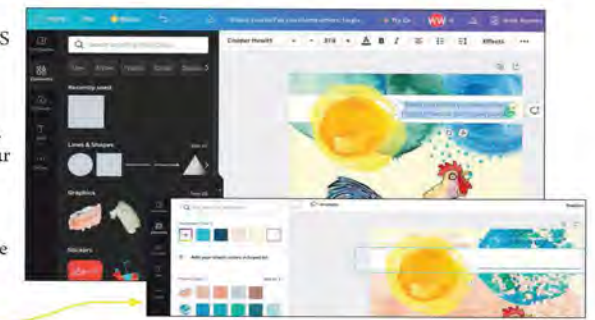
## STEP SIX:

- Go to ELEMENTS in the left toolbar.
- Look through options, see if there are any other graphics you want to add.
- Canva will automatically suggest graphics that go with the base design you picked.
- You can also search for specific graphics in the search bar.
- Just click them to drop them on your page then play with size, placement, arrangement, and color.



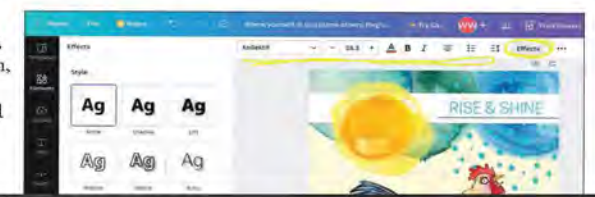
## STEP SEVEN:

- Try adding SHAPES and LINES to your design to provide a space to add legible text.
- These options are also under ELEMENTS in the left toolbar.
- Click the shape to add it to your document.
- Click the shape on your document to open the top menu bar. Here you can change the color, add a stroke, arrangement, position, and more.



## STEP EIGHT:

- If the template already has text, edit it to add a title, description, quote, song lyric, or similar.
- Play with placement, color, and font style to match your base design.
- Try clicking the EFFECTS



# CANVA BASICS

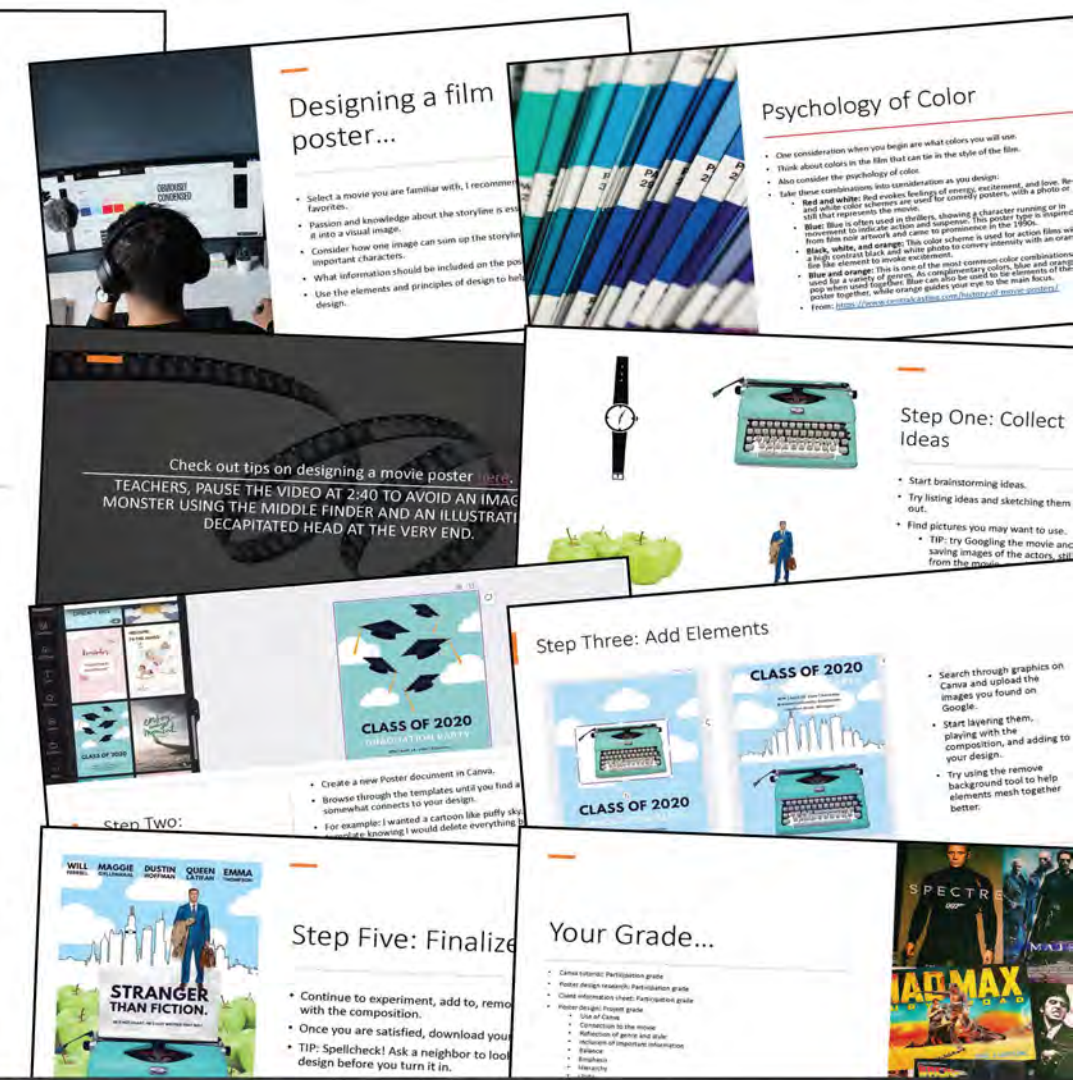
## WARM UP ACTIVITY TO LEARN THE PROGRAM, CANVA





## Your assignment...

- To help determine which design you will do you will fill out a research sheet on film poster design.
- To inspire your project you will fill out an information sheet about your "client," or the movie you are designing for.
- TIP: Select a movie you know well!
- Using Canva you will put together your design.
- At the end of the project you will participate in a critique of the final designs.



# PRESENTATION 2

PROJECT STEPS AND HOW TO

13 SLIDES

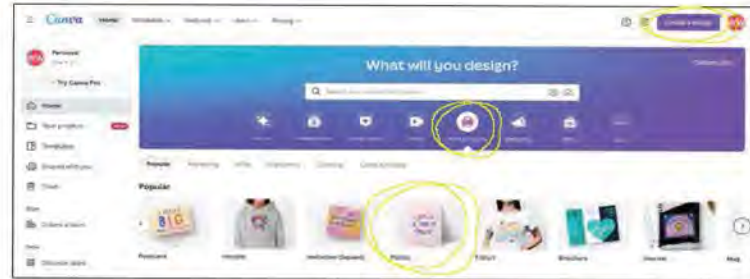


# FILM POSTER DESIGN

## USING CANVA

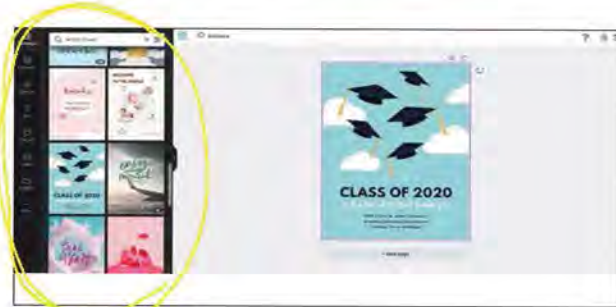
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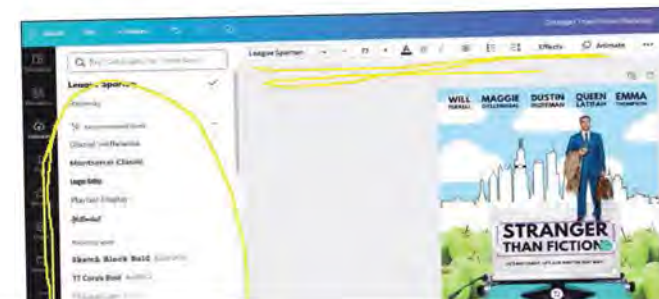
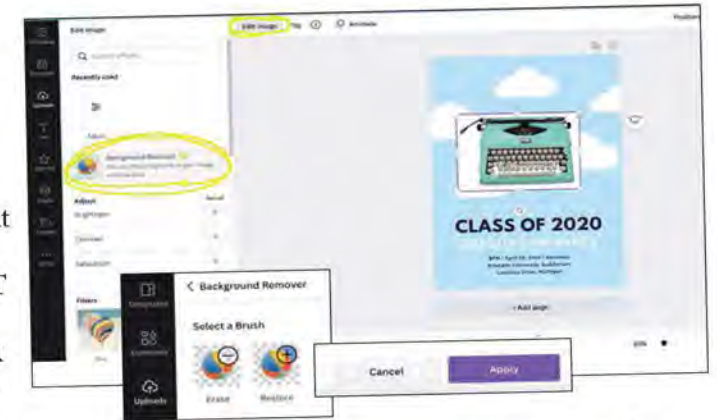
### STEP TWO:

- Once the POSTER template opens, scroll through the template options in the left toolbar.
- Click a design to drop it onto your poster.
- You can also search keywords to find a base template that fits your film poster goals.
- This is just a base design, you will swap out colors and graphics to develop your own, unique design.



### STEP FOUR:

- Layer graphics, images, shapes, and more to build your poster design.
- TIP: You can easily remove backgrounds, especially white backgrounds, from images.
- Once you upload your image, click it to add to your document.
- With the image selected, go to EDIT IMAGE in the top toolbar.
- Select BACKGROUND REMOVER from the toolbar that pops open to the left.
- It will automatically remove what it believes is the background. If it takes away too much, click RESTORE, click, drag over areas to bring them back. If it took away too little, click the ERASE button, click, drag to remove sections. When you are satisfied, click APPLY.



### STEP FIVE:

- Add text to your poster, remember the movie title is the most important piece, size it appropriately.
- Add other necessary information such as actor names, taglines, reviews, quotes, awards, and similar.
- TIP: reference the original film posters online to see what they included.

# PROJECT GUIDE

## STEP BY STEP INSTRUCTIONS



Name: \_\_\_\_\_

## FILM POSTER CRITIQUE

Carefully look at each design, then answer the following questions:

1. Which design caught your attention first? Why?

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2. Which design best captures the movie? How?

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3. Which design has the most interesting design? Describe it.

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4. Which design best uses balance in the design? How is it used?

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5. Which design best uses emphasis? How is it used?

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6. Which design best uses hierarchy? How was it used?

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Strong Visual Connection  
to the Movie



Good use of  
Typography



Good use of Balance



Good use of Hierarchy  
& Emphasis



Good use of Unity



Go



Best Overall Design

### ART & ADVERTISING CR

1. Carefully look at every design.
2. Fill out your critique worksheet.
3. Select the designs you think go best with the categories listed.
4. Cut out the circle picture and place it in the design you selected for the category.
5. You can duplicate all categories except the overall design. You can only select one design.

Name: \_\_\_\_\_

## FILM POSTER RUBRIC

Category	Possible Points	Comments:	Score
A film poster was designed using Canva. The design is interesting, creative, and has references to the actual movie. An understanding of Canva is shown.	20		
The element of design typography and the principles of design balance, emphasis, hierarchy, and unity are successfully incorporated.	20		
Detail			

### ART & ADVERTISING PROJECT CHECKLIST

- Poster research sheet
- Information sheet
- Typography is used to enhance the design.
- Balance between text and graphics is used to create a strong design.
- Emphasis is used to bring focus to the most important information.
- Hierarchy is used to visually rank the information, bringing focus to the most important information first.
- Unity is used to create a design that visually ties together.
- The movie name and actors/actresses are included.
- The movie visually reflects the genre and style.
- The movie visually reflects the genre and style.

# CRITIQUE + RUBRIC

CRITIQUE REFLECTION, ACTIVITY, CHECKLIST, RUBRIC



# BUYERS LOVE MY ART LESSONS:



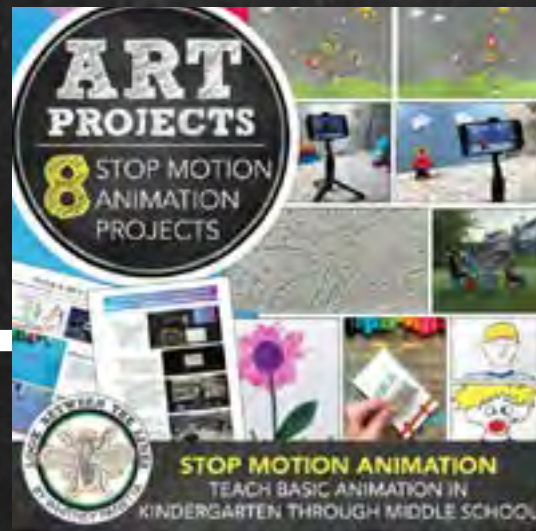
"This was so helpful to my students! The PowerPoint along with it was such a great resource and I will definitely be using this every year!"



"Fabulous resource! Students loved it!!!!  
Thank you for sharing!"



# CHECK OUT MORE PRODUCTS:



Check out more projects for elementary through high school students.

Grab early finishers for those quick artists or an entire curriculum so you can focus on teaching.

[VIEW MORE HERE](#)



# LOOK BETWEEN THE LINES

## BY WHITNEY PANETTA



I'm Whitney, a former art teacher turned art curriculum developer. I now focus on designing art lessons, resources, & full curriculums for elementary, middle, high school art teachers, homeschool parents, & general art enthusiasts.

I am so glad to still be connected to the world of art education and I love seeing my resources "in the wild" all over the globe. Reach out anytime with questions or comments at [whitneywpanetta@gmail.com](mailto:whitneywpanetta@gmail.com).