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For this assessment, I confirm that I have not used Generative AI to support me in structuring my submission, including creating a draft argument structure, identifying parts and headings. I confirm that I have not used Generative AI to create text for my submission. I confirm that I have not used Generative AI for creative materials, such as images.

Task: Curate an Exhibition =

The Power of Typography

The exhibition I am proposing here is related to typography and movie posters.

The reason why I have decided to do this topic is because movie posters have been used throughout history and still are to this day and each one has their own style of typography for the films they are advertising which draws us as an audience in to make us read it and go watch the theatrical film.

The location I have decided to use for the exhibition is a Cinema as since I am using movie posters for this exhibition it makes sense for it to be presented in the same area they are advertised. The themes of the posters I will be showing are between sci-fi and realism because some of the posters I have picked are based on realistic things like sport and the others are created franchises within the sci-fi world.



Cinema Image (Adobe Stock)

Piece 1

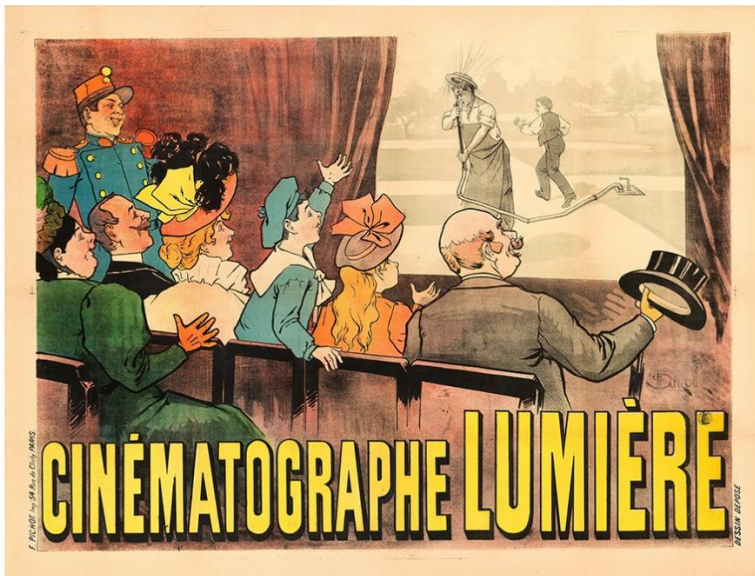


Figure 1 (Marcellin Auzole, 1895, Larroseur Arrose)

The image here is of the first movie poster ever made which was called Larroseur Arrose which was about a film released in 1895 in Paris and created by Marcellin Auzolle.

Quote from Christina Rees - The first real public narrative movie screening took place in Paris in 1895 and featured the Lumière brothers' comedy short *L'Arroseur Arrosé* (*The Waterer Watered*). True to this golden age of *Belle Époque* illustration and advertising art, the event was promoted by a massive, drop-dead gorgeous poster that featured an enthusiastic audience enjoying this particular movie and this startling new kind of entertainment. (Rees, Paragraph 2).

The poster here I believe was made by hand drawn elements such as pencil and paint as its got a quite vibrant aesthetic and the shading looks very physical so Marcellin done all this hand made, I do quite like the design of this poster because as I have mentioned it is quite vibrant with the colours so it will catch your eye as a audience member and for its time it explains what you are going to watch and what you got to do which is shown with the people sitting down looking at a screen.



Figure 2 (Saul Bass, 1966, Grand Prix)

The poster here is one of Saul Bass movie posters which he made in 1966 for the movie *Grand Prix*.

The poster itself I quite like as it's got the retro style to it and it's quite basic with the colours but also can represent the chequered flag which they use in motorsport races, but what really stands out for me is the way the cars are designed as Saul has made them look like they're moving really fast with the blurred lines and text of the movie so it really gives off that feeling of speed.

The way this poster links with the *L'Arroseur Arrosé* poster is that they are both posters made in the olden times and the art style is quite similar with them being both hand made and got the simple but eye catching designs with them using paints and hand drawn elements so it really shows off their age with the way these have been designed.



Figure 3 (Apple Original Films, 2025, Formula 1)

The poster here is of the new movie coming out called *F1* (Formula 1) which is to be released in 2025 which is based on the real life and one of the most popular sports in the world.

The poster was designed by “*Apple Original films*” so there is no official designer for this poster as its been made by Apple company.

The way this poster links with the previous artwork is that they are both based on motorsport racing specifically Formula 1 hence why I have put them 1 after the other as it makes sense to have pieces of art and media together since they are representing the same topic.

The poster design in my opinion is quite basic with just having a photo of Brad Pitt on the cover with the Formula 1 logo but I do think it works for what it is as it's a really good quality photo so its easy to view and it gives off the message with what sport its about with the racing helmet so overall It does work for its intended audience but I do believe it could have benefited with abit more design elements on it such as a F1 car in the corner so people 100% know what sport its really about without just looking at the title.



Figure 4 (BLT Communications, 2011, Transformers 3)

The poster here is of the film *Transformers Dark of the Moon* which was made by *Michael Bay* and released in 2011. The poster fits into the Sci-fi category as the film is a fictional creation.

The design itself I really like as it's a mix of CGI elements and photography skills as the robot in the back and the ship on the floor are CGI elements such as potentially the background but the human characters are I believe proper photographs taken of the two cast members, overall I believe the design really works as it gives of the intensity of what the film is going to be and the design really tells the story because with the spaceship it could symbolise an invasion especially with the robot in the background having its gun and sword out so this shows its either defending or attacking someone.

The way this links with the last poster that it uses real life elements such as photography and real cast members in the poster so this is the best linkage to the Formula 1 poster other than that the two posters are different categories because the Transformers poster is sci-fi genre while the F1 poster is based on a real life sport.

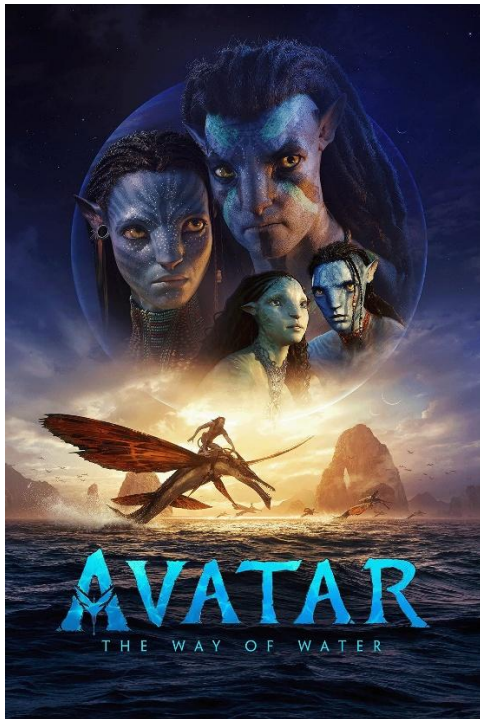


Figure 5 (Dylan Cole and Ben Proctor, 2022, Avatar 2)

The poster here is of James Camerons *Avatar 2* which was released in 2022 and is a sci-fi themed movie.

The poster has been made by creators Dylan Cole and Ben Proctor quote from Google *These artists, along with the broader art department, contributed to the overall visual style, which would have naturally influenced the poster designs. Dylan Cole Studios showcases his concept art for the film.*

The design of the poster itself I really like as its quite vibrant with the colour scheme the designers went with and its quite simple with the design because there isn't a lot going on with the poster so the audience can focus on the right things which is the movie title and the main cast

which have been detailed very well and look very realistic as if they were real creatures! My favourite part of the design is the water as it looks the most real out of everything on the poster which I believe has been drawn using some software or photographed and then photoshopped into the other elements.

The way the Avatar poster links with the Transformers one is that they are both sci-fi themed franchises and posters and they both feature human characters in their films, the posters themselves both use vibrant colours such as the blue and red, I can also see photography skills used with the posters.

The way all the pieces of media link with each other from what I have gathered is that they all feature a real life element into the designs whether it's photography like with the Transformers and F1 posters and then the painting on the Saul Bass and Lumiere designs.

Overall I think the location I decided to use for this piece of writing has worked really well since the posters would be used in the location I have picked which was the cinema so it was the best location for me to pick to do this exhibition and the pieces of media I picked to display I believe worked really well as they were all from different

eras of time and each had different styles, themes and genres so it gave me the best chance to write about each piece.

Bibliography

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Figure 1 available at:

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Figure 2: <https://www.wallpaper.com/art/the-film-posters-of-saul-bass>

Figure 3: <https://www.ign.com/articles/brad-pitt-f1-movie-poster-summer-2025-release>

Figure 4:

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Figure 5: <https://dylancolestudio.com/avatar-twow>