**FILM POSTER PROJECT (8 High Resolution Files)**

**City of Steel Documentary Film**

This project requires the creation of several high-resolution image files (j-peg file type) that will be used to promote a 90-minute documentary film titled: **City of Steel**. You can watch the film online from this vimeo link:

<https://vimeo.com/756713971>

You should also visit the film’s official website for images and information about the film:

<https://city-of-steel.com/>

All of the image files that you create should be similar in terms of the art work involved, but they will have to be adjusted to accommodate various sizes which are required for online platforms and marketing. Nine (9) different sized image files (jpg) will need to be created as follows:

1. High Resolution Film Poster > 7925 x 11823 px (professional print version)
2. Online Platform File 1 > 2000 x 3000 px
3. Online Platform File 2 > 2000 x 2000 px
4. Online Platform File 3 > 2160 x 1080 px
5. Online Platform File 4 > 2048 x 1536 px
6. Online Platform File 5 > 2048 x 1152 px
7. Online Platform File 6 > 1575 x 2100 px
8. Online Platform File 7 > 1400 x 2100 px

NOTE: The poster contest does NOT require the submission of all 8 image files until you have been selected as the finalist in the contest. You must submit your version of #1 – High Resolution Film Poster in order to be considered. If you have multiple ideas for the film poster, you are free to submit multiple files for consideration. You are highly encouraged to submit two versions – a creative version that you come up on your own and a simple theme version using art work files provided by artist Cory Bonnet.

This project requires the creation of artwork that conveys the struggles of blue-collar factory workers who once worked in steel mills in the greater Pittsburgh area (United States). The artwork should include a mix of colors along with some text that is common with promoting a film.

You should also become familiar with the artwork of film posters which has its own format and mix of art with some text that must be communicated. Here are some links where you can view some film posters:

<https://www.smashingmagazine.com/2008/11/40-exquisite-independent-film-posters/>

<https://www.pinterest.com/tripindrgn/documentary-posters/>

<https://www.posterazzi.com/subjects/movies/documentary-movies/>

<https://www.postermywall.com/index.php/g/theatre-posters>

Somewhere within the image file you create, you should include three text components:

Title of Film > **City of Steel**

Tag Line > **The rise and fall of the American steel industry as told by Pittsburgh Steelworkers**

Bottom of Poster > [www.city-of-steel.com](http://www.city-of-steel.com)

NOTE: It can add to the poster if the title **City of Steel** uses a special font that signifies in some way steel or steel making as opposed to some standard type font.

The layout from top to bottom or across the poster file can include certain themes in the following sequence:

1. Theme 1: The rise of this mighty industry with immigrants coming to the United States and large active steel mills (upper top portion of poster)
2. Theme 2: Images of steel workers – people working in the mills (mid upper portion of poster)
3. Theme 3: Four key men behind the American steel industry rise and fall – Dale Carnegie and Henry Frick were early pioneers of the steel industry in the 1930’s and then in the 1980’s, two men drove the industry into ruins – Ronald Regan and David Roderick. Images of these men in the background of the poster are somewhat appropriate for telling the complete story as reflected in the film.
4. Theme 4: Collapse of steel mills – an industry in ruins and the demolishing of steel towns (lower half of poster)
5. Theme 5: Images of the people who were interviewed in the making of this film (**should include this element on all poster submissions towards the bottom of the poster)**

NOTE: Include Theme 5 photos in bottom section of all posters! If the poster is too crowded, reduce the themes and / or photos involved.

We also have permission to use steel mill art provided by the artist Cory Bonnet. For a simple version of your film poster, you should submit a second version of your idea using one or more of these art posters which we plan to use on our website. All of these files are named “Cory Bonnet” and you should submit a simple version somewhat similar to the example file provided: **Simple-Theme-Example.png**

If you have questions about this project, you can contact the Marketing Manager:

Matt Evans

[mevanscpa@gmail.com](mailto:mevanscpa@gmail.com)