Rise of Gladiator DVD and poster evaluation

The next unit in my movie press pack project was to create a DVD cover and a poster for my film, a prequel of Gladiator named Rise of Gladiator. The first thing I decided to create was posters because posters are easier to make than a DVD cover. I decided to make two posters because I wanted to try and see what I can do with the Gladiator franchise.

But before all of that I had to create a company name and logo. I wanted to go for a name that was related to Ancient Rome because Rise of Gladiator is set during the Roman era. I thought the name 'Trinity Productions' was a good name but after some research I decided that 'Gladius Productions' was the perfect name for my company. This is because Gladius is the Latin word for a Roman sword that was used by the Roman Army and gladiators that battled in the Colosseum. The next task was to create a logo and this was a very easy task to do. I took an image of a Gladius sword and put it onto Photoshop, I then duplicated it and made them cross over. I then typed in 'Gladius Productions' into a font website (dafont.com) and screenshot the title and placed it into Photoshop. I like this logo a lot because I always like things to be simple and this is a very simple and efficient design.

The first poster I created was a very simple poster, a Roman helmet with the movie title below it. I think that this poster is very poor but this is mainly due to my awful Photoshop abilities and the image resolutions. The first thing that sticks out is the Roman helmet which is very pixelated and unpleasing to look at. The film title is exactly the same, it is just as pixelated as the helmet and just as bad to look at. I made the background by finding a sand texture on Google images and the background kind of works but still it doesn't take away the bad factors of this poster.
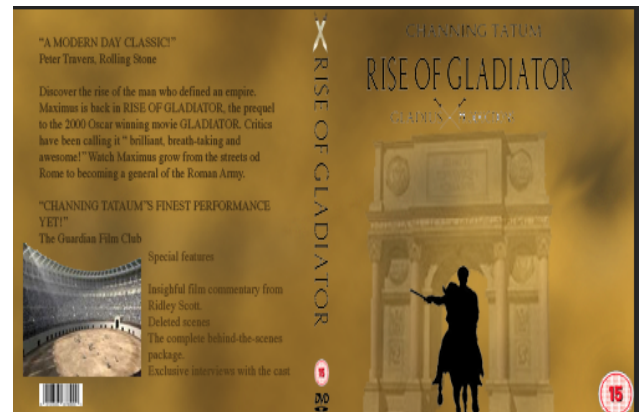
The second poster I cretaed was a lot better than my first poster, and despite being a very simple poster I think that this poster is quite good. I used the 'clouds' feature to create the background as it makes really intense and great backgrounds on Photoshop. The colour combination of light brown and black works very well too, it gives off a sense of history and myth, and since Rise of Gladiator is set during the Roman era, the colour combo suits the poster even more. The two swords in the middle of the poster is an early version of my company logo, Gladius Productions. The quote "Heroes are made, legends are born" is the main quote for the film. This is because every film has a memorable quote from that film, the original Gladiator film's quote is "What we do on this life, echoes in eternity" and "On my signal, unleash hell". I think that is an improvement from the first poster because even though little is going on in both posters, this one gets the message out the best.

I think that out of the two posters I created, the second one is the better one. This is because it took longer to make because I had to create the background by using the 'clouds' feature, rather than just use a background I found from the Internet. I also had to rasterize the 3 pieces of text and the logo to make sure that their backgrounds didn't clash with the main background. In conclusion, the second poster is the one I believe is the most superior because it is more appealing to look at and out of the two posters it gets the message out the best.

Next I had to create a DVD cover for my press pack. This is the first on I created and I believe that out of all the designs I have ever made on Photoshop, this is hands down the worst one I have made. Just look at! Lets start with the quality of the cover; there is no quality what so ever. Every i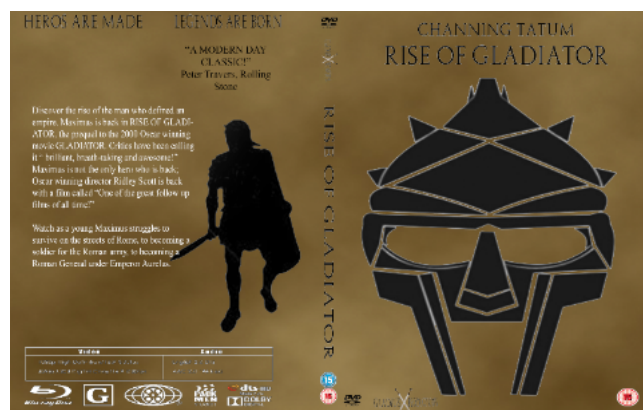mage and piece of text has terrible resolution making it terrible to look at. The front of the cover is terrible, it's not the silhouette that's the bad piece, it's the back piece that is awful. I thought it would be a good idea to add a Roman arch to the cover to make it more historical and appealing to look at, but little did I know that it would make my DVD cover look extremely childish and out of place. I made the background using the 'clouds' feature on Photoshop, which in all honesty is the only good feature about this cover; it adds a dark, sandy feature, which really suits the theme of the film well. The text on the top of the front cover is also barley readable. You can only make out the title of the cover but you cannot even see the text above it. The spine of the DVD cover is not too bad but still I could have done a lot to improve it. I feel like the movie title is too big and could have been reduced to make it more fitting. I also didn't add my company logo to the spine but during the time I had not created it yet. I had also forgotten to add the blue 15 logo, which I eventually added to my final cover. The back cover of my DVD cover is just as bad as the front cover. The text is only just readable and the picture of the Colosseum is out of place like the Roman arch on the front cover. I also did not add the copy write terms on the bottom of the cover.

Compared to my first DVD cover, the second one was a massive improvement. The images were not pixelated and there were no Roman arches to be seen. I decided to use the helmet from my first poster because I thought it could be used as an icon for the movie and it surprisingly works for this DVD cover. I created the background by using the 'clouds' feature in Photoshop which created a dark, sandstorm vibe and it worked very well. The front cover has the helmet as the centre piece and above that it has the title of the film and the name of the star actor. On the DVD spine I added a blue 15 logo to the spine of my DVD cover and also the Gladius Productions logo to make the cover look more official and smart.I also added the DVD logo and again the Gladius Productions logo to the front of the cover because it makes the cover look more realistic. The DVD logo on the spine was also moved to to the top of the spine because after doing some research I found out that a majority of DVD covers have the DVD logo on the top of the spine and not the

bottom like I previously thought. The back of the DVD is completely different to the first DVD cover. The writing is actually readable because it was pixelated like the first DVD cover and I removed the Special Features box for room for more text about the film. I added a silhouette of a Roman solider because as I am doing a prequel fro Gladiator, I cannot get real actors to pose for a DVD cover, however I feel like the silhouette adds something good to the cover. I kept the quote "Heroes are made, legends are made" because the original Gladiator film had a good quote about being remembered after death in "What we do in this life, echoes in entirety". I also added all the copy write features that are on the bottom of every DVD back cover.

I think that out of the two DVD covers I created, the second one is the best one by far. This is because the first one is terrible and very very poor, whilst the seocnd DVD cover is better one every single area. The second DVD cover has better image reolution, better use of images and textures and it actually looks like a DVD cover.

After I had created both posters and DVD covers I decided to create some merchandise for Rise of Gladiator, this is because mechandise is a huge part of promtoing a film and if a film company can release good merchandise for a film, the film will get a much better reputation. I thought it would be a good idea to create some merchandise for my movie press back. The first item of merchandise I created was a plain t shirt with the main logo of the movie (the Roman helmet) and the quote "Legends are born" branded across the shirt, below that quote is my company logo however it is relatively small meaning that people will be more focused on the helmet and the quote. I think the design for this shirt is simple and that is why I like it because the simplicity of the shirt makes it look nice and it gets the message of the shirt out loud. The back of the shirt will be plain because I feel like having images and quotes on the back of a t shirt is pointless and a bit tatty and not the most appealing of things to put on a t shirt. The second piece of merchandise I created was an iPhone case. I thought this was a good idea for a piece of merchandise because the iPhone is the most popular piece of technology on the planet, meaning that selling an accessory for said phone would be a good business move because it will appeal to many fans of the film. The cad has the same logo from the first piece of merchandise on a white case with a red outline. I chose this colour combination because it is a very appealing colour combination and the red could also signify the blood in the film as the film it is promoting will have blood in it. I also added the logo for "Gladius Productions" at the bottom of the case. The third piece of merchandise I created for Rise of Gladiator was another t shirt but this one was more aimed at female fans. This is because the shirt has a silhouette of the main character, a young Maximus (who will be played by Channing Tatum) with the logo of the movie just below it. I believe that out of the four pieces of merchandise I created, this is the least creative and least attractive. I say this because the design is something that

doesn't suit a t shirt, the design is out of place and it looks very unattractive. As with all my designs I included the "Gladius Productions" logo near the bottom of the shirt. My fourth design is a tank top for both men and women. I like this design a lot because the quote on the tank top "Heroes are made, Legends are born" suits the top very well. Again I went with the red/white colour combination because I thought the combination will work well with this style of clothing and I believe it does work well. As always I added the "Gladius Productions" on the top but this time I put in inside the collar of the top and I made it vert faint so that it did not stand out too much. My last two designs are a Rise of Gladiator keychain and a mug with the films main quote. These two designs are very simple because their only purpose is to be handy day to day items. I think the keychain is great because the black and white works very well for something so small, but there is nothing too special about the mug.

The final items I had to create for this unit was a DVD disc for my DVD cover and business cards for my company, Gladius Producitons. I think that this disc could have had a lot more improvement in the background but that aside I think it is an okay disc. Of course I had the title on top of the DVD disc and below that I added the helmet that will be the main logo for the film. I also added the DVD logo and logo of my company, Gladius Productions. I made the background of the disc by using the 'fill' and 'burn' features on Photoshop. I think I should had used another colour because the colour I used looks very unappealing and unpleasant. The burn feature made the disc better because it makes the disc look old and beat up which is a niche that suits the theme of the film well.

I think that creating business cards was a good idea because it will help promote my film through business ventures which in turn would help benefit Rise of Gladiator in the advertising and promotional phrase of the film. The business card I created is a simple one. It has the address of the company headqauters, the logo of Gladius Productions, the website, the phone number and the email of the company.

In conclusion I think that I did an ok job. As someone who has got next to no skills in Photoshop, I feel as if I managed to produce a good DVD cover and a good moive poster. If I was to do this unit again I would defianlty improve in my Photoshop projects because I know I could had done a lot more than I should had done. This is because you a franchise like Gladiator can be taken on by so many different design aspects, and I feel as if I missed many of these aspects. Another thing I would change if I was to do this unit again would be to create more than one logo. This is because I used the Roman helment on basically every piece of work that I did (posters, covers and merchandise), this means that it got all very repetitive and I know I could had created another logo for this film.