

# The Art of Font Design in Movie Posters

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**Abstract**—Movie posters have an important role in carrying film images and text information. The fonts in the movie posters have gradually changed from the practical function of introducing the information of the film to the mark of the type and style of the film, and become an independent art form. Especially in the current high-speed dissemination of information, changes in various media and tools still require effective communication of film information through textual fonts. In this paper, in-depth analysis of the meaning and value of the font design in the movie poster will provide some references and suggestions for the innovation of the font design in future movie poster.

**Keywords**—movie poster; front design; innovative design

## I. INTRODUCTION

The film poster is an early film propaganda tool, which aims to quickly convey the main content information of the film to the audience and attract the attention of the audience. It can be said that the movie poster design is a vivid and generalized artistic image of the movie information. At the same time, movie posters are also the highlights of film propaganda, which can directly convey the key information to the audience through the transmission of situational graphics, images and text. What is it? What kind of story will it tell? The design level of the poster directly affects the movie's ratings and the box office value of the film. It is an indispensable part of the film art. It can be seen that the movie poster determines the success of the film to a certain extent. The main purpose of poster design is to convey the theme and content of the film, as well as to promote important information about the film. The elements of a movie poster include various visual communication elements such as graphic images, colors, and text. The text is the most important component of poster information communication. The poster text generally includes the poster title (the movie name), the main information of the movie, and the slogan. The font refers to the external shape of the character. According to its specific expression content and the needs of the environment, subjective aesthetic transformation of the inter-frame structure and stroke style of the text can be carried out. Excellent creative fonts play an irreplaceable role in film promotion.

## II. THE MEANING OF FONT DESIGN IN MOVIE POSTERS

The key for the design of movie posters is to be distinctive and creative. The graphic design in the poster text

will undoubtedly attract people's attention and stimulate people's desire to watch. People have a general understanding of the film through the film name and propaganda information in the poster. With the direct impact of the relevant pictures, the curiosity for the film is even stronger. Therefore, when making movie poster texts and picture design, it focuses on improving the visual identity of the audience. It is necessary to accurately and vividly convey the essence and viewpoint of the film to the audience, and it must have a distinct and strong artistic sense, so as to enhance the visual enjoyment of the audience. In the movie poster, font design can most directly express the information the movie wants to express clearly. The position of the font in the movie poster is usually designed in the visual center of the movie poster. Therefore, the most eye-catching and easily recognizable creative font is often used as the title. The audience can quickly get the main information about the movie. In the early font design of movie posters, most of them used ordinary printed fonts to convey movie information, and the personality and artistic expression of the font were not fully recognized and played. With the continuous development of the current film industry and the progress of the times, under the diversified development trend of media communication, according to the type of film, the subject matter and the subject information conveyed by the poster, the artistic value of font design of the movie poster is strengthened, which is the basis for people to respond and judge the film quickly and accurately during the reading process.

Fonts are the most important visual expression elements in poster design. The large amount of information in film content needs to be conveyed through the powerful language symbolic function of the text, as well as the expression of the font personality and artistic style. Especially the artistic expression of the font form directly determines the artistic value and significance of the movie poster. Viewing from the function of the poster, the text conveys the main information of the film and the essence of the film to the audience. From the perspective of design form, the text design is the most basic and important part of the movie poster. The excellent creative font design makes the movie poster readable and enjoyable, but also helps the reader complete the information transmission of visual sensory and the inner emotional identity.

### III. THE DESIGNED FONT IN THE MOVIE POSTER

#### A. Graphical Fonts in Movie Posters

Font, graphics and color are the three elements in graphic design. According to different performances, the three elements are organically unified and complement each other to form a specific picture form for expressing a specific theme. The most important performance element in a poster is the text, and the styling characteristics of the text are related to the accurate conveyance of the semantic meaning of the text and the emotion of the text. The modeled font is an indispensable part of the overall movie poster composition, which complements the audience's understanding of the content of the film and its style. With the continuous development of film technology and art, the narrative mode and means of expression of the film have undergone tremendous changes. The carrier of the film poster has also evolved from the earliest paper-based printing to the current digital media, from a planar two-dimensional space to a three-dimensional space. The change of technology and carrier does not incite the main role of fonts in visual information communication. The rapid development of graphic art expressions makes people pay more attention to the expression space and expression dimension of morphological words. It is necessary to make active exploration and application of the aesthetic function of the text and the graphical representation of the text. In general, the most important thing in a movie poster is the name of the movie and the corresponding short note. And these contents are conveyed through words as a carrier. The font designer can make morphological decoration deformation, processing and transformation of the single-word stroke elements, phrases and combination fonts of the movie title, making it more vivid and more meaningful to read. In addition, by enhancing the texture performance of the text, the design software is used to realize the graphical display of the text, ensuring that the main information of the movie poster can be vividly, accurately and quickly conveyed to the audience.

#### B. Using Fonts as Pictures

Using text as the main element of graphic design performance, the text and the picture complement each other to form a unique harmonious and unified artistic atmosphere. For example, in the martial arts film "Sword Master" wrote by Gu Long, supervised by Xu Ke, and directed by Er Dongsheng and released in 2016, the red font written by the brush in the poster was arranged obliquely among the Jianghu swordsman acted by the superstars such as Lin Gengxin, He Rundong and Jiang Yiyan. The elegant, free-spirited and white form of the brush shows the font form and the red represents the blood. In the high-profile white background, the swordsmen is 30,000 miles away. The martial complex and the love and hate of people are expressed clearly. The theme of loving each other of the film is cleverly matched. Here, the font not only conveys the content information of the film, but also the graphical font form expresses the chivalrous frame of the characters in the film.

#### C. The Combination of Fonts and Pictures

The shape design of the font is integrated into the uniform color background of the movie poster. In the case of a large area of font arrangement, it usually adopts the font outline interception method, and uses graphics to fill the contour. Also, it can use overlaid background graphics, and the characteristics of the film name text display. For example, the poster of the film "I Am Number Four" highlights the subject matter through emphasizing the contoured title with the fusion of the fonts and pictures.

### IV. THE TONALITY OF FONT DESIGN OF MOVIE POSTER

When designing the fonts of a movie poster, it not only needs to realize the aesthetic pleasure of visual information communication, but also ensures the accuracy of information transmission as a premise, ensuring that people can glimpse the essence of the film by reading the poster visually. As the key for poster design, fonts effectively attract the audience's attention. More importantly, it expresses the emotions of the film effectively, and gives more movie plots and emotions in the poster design, which arouses the audience's resonance in turn. Following the background of the film, in the early stage of poster font design, it is necessary to accurately grasp the film's historical background and ensure the spatio-temporal background represented by the text font through the determination of vertical history and horizontal regional space.

The tonal positioning of the film name should be subtly integrated into the film plot and elements. The color and image of the poster convey the connotation of the film to the audience perfectly, and increase the fun of the poster. For example, when designing the movie poster of "Black Friday", Friday coincides with the Western Unlucky Number 13, and the poster presents the number 13 on the screen through the striking black and red, which adds a sense of horror to the visual effect. Font design can also effectively represent the national or regional characteristics of the film, which can enhance the cultural taste of the poster. For example, when designing the movie poster font of "Hoh Xil", it uses a Chinese font of a Tibetan character with the local ethnic characteristics, vividly expressing the special ethnic complex contained in the movie.

### V. THE INNOVATION OF FONT DESIGN IN MOVIE POSTERS

Most of the creative film posters are designed in the form of fonts, and they have also made the creative design of the frame shape and font strokes of the poster fonts. In the design of movie posters, it is necessary to pay attention to the creative design of the inter-textual structure, and to display the texture of the font and the rich performance. The design of the font not only has a unique and beautiful form, but also has a distinctive personality, showing its artistic value from the inside outside.

#### A. Increasing the Font Texture and Enhancing the Decorative Effect

The font design in the movie poster should be innovative, focusing on the creative design of the font by dividing and fissioning the fonts. In the movie poster design of the movie "War of the Worlds", it is possible to enhance the light and shadow effect and add metal texture. People can the heavy font weight from the poster, and the text is more prominent and eye-catching. These highly expressive texts in posters will quickly attract people's attention and increase the value and practical significance of posters.

#### B. The Innovation of Deformed Fonts and Pursuing Personalized Fonts

In the design, the bold use of the "information isomorphism" technique can be emphasized, and some characters and graphic symbols closely related to the theme of the film can be used instead of the film name or stroke so as to achieve the replacement effect. Film title design is more unique. In addition, handwriting can be used to express the film name, reflecting the free expression of the font. On the basis of printing fonts, it can deliberately carry out irregular deformation, decoration and processing of font elements to ensure that each character design is unique.

#### C. The Symbolization of the Font Design in the Movie Poster

At present, many commercial films not only need to unify the background color when carrying out the poster design of the same movie, but also to add the same styled logo to the background to ensure that these posters form a series in the visual. The film name design should ensure that the personality is unique so that it can be distinguished from other movies. These unrepeatable personalities or features became the hallmark of the film. Therefore, when designing a movie poster font, it is necessary to use graphic means to deal with the font of movie name. For example, in the design of posters of famous movies such as "Twilight Saga" and "Harry Potter", the font design is presented in a typical form in each poster of the film. As the film spreads, these typical font forms have become the main visual label for this series of movies.

#### D. Nationalization of Font Design in Movie Posters

Calligraphy is the most classic national symbol in the development of Chinese traditional culture and art. It has two characteristics: practicality and artistry. In the process of designing a movie poster, in order to fully express the national culture, it is necessary to carry out unique artistic treatment of the calligraphy font, to ensure the distinctive personality and artistic characteristics of the movie poster font design, so as to effectively convey the content of the film on the basis of adhering to the national style. For example, in the movie poster design of "The Grandmaster" and "Swordsmen", the martial arts plots in the film are vividly expressed, adding a mysterious oriental color to the film.

## VI. CONCLUSION

The design of film posters should fully display the characteristics of the times. As a visual communication element, text has an important mission in the promotion and dissemination of movie posters. The style of the font and the unique artistic expression will have a positive impact on the content of the film. Movie business cards are the design focus of movie posters and play an important role in the promotion of movies. Movie posters should keep pace with the times, accurately, ingeniously and uniquely convey the main information and essence of the film to the audience, and stimulate the audience to understand the desire to watch the film. In short, when making font design, the movie poster should retain the practical function of the text communication, and also should increase the artistic expression of the font design, so that the viewer can gain visual enjoyment while obtaining the main information of the film.

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