

Sophia Quiring
English 10
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Mr. Barazzuol

Documentary Poster Techniques

Sophia Quiring created a movie poster for a short documentary titled, “21st Century Education,” created by her and her peer, Adrian Tam. She utilized several techniques to attempt to make the poster as appropriate for the topic and as attractive as possible. The documentary is about a school-wide digital immersion program at Riverside Secondary School. Quiring wanted to include an aspect of school, and an aspect of technology in the poster. She decided to show a picture of a student with a backpack holding books and binders to represent the school aspect – or perhaps the life of students before the digital program – and a picture of some students in a classroom using laptops, to represent the facet of technology. One technique she paid attention to was colour. The picture she took was comprised of mostly cool colours, especially blue, so she decided to take the accent of red from a book peeking out from the back of the blue binder, and make the title the same colour, so it would appear to pop. She considered using the Riverside school colours (blue and green), for the title, but it did not look as aesthetically pleasing as the contrasting colours of blue and red. She also gave thought to the target audience of the documentary. The target audience would likely be students, parents, and teachers, so there was not necessarily a small, specific demographic to which the poster should have been presentable. Due to the wide variety of people that would have viewed the poster, Quiring settled on keeping the poster as simple and as easy to understand as possible. A third technique that she reflected on was the typography of the text. The only main text is the title, and she decided to use the font, “Monument.” She chose this font because she thought that it looked simple, like the idea of the documentary, but not block-looking or boring. She took the photo of the student with the help of her sibling, and found the photo of the class of students online. With Pixomatic, an online photo editor, she

used the double exposure tool to overlap and blend the two photos. Overall, Sophia Quiring put a significant amount of thought and care into the poster, and she tried to appropriately include as many important techniques as she could to make the poster look its best.

Works Cited

Patel, Arti. "Using Laptops In Classrooms Lowers Grades: Study." *HuffPost Canada*, HuffPost Canada, 14 Oct. 2013, www.huffingtonpost.ca/entry/3756831. Accessed 19 April 2021.