

Trade 40

Graphic Design

Project: Poster, Brochure and Ticket

Duration: 6 Hours

Candidate Project Book

Station number

Level

Date

Mark

Project Description

Background:

In 1994 the non-profit organization – The Independent Film Society of Toronto created the Independent Film Festival of Toronto (also known as IFFToronto or IFFT). This festival, in its inaugural year was named "one of the top five film festivals in Toronto" by the Toronto Society of Film Critics. This festival takes place each December in Toronto's finest art-house cinema. Over 5,700 films are submitted to the festival each year and roughly the best 300 of those are shown. The festival debuted in 1994 with an audience of 17,000 people and has grown in size each year making it the largest film festival in Toronto.

Project:

The Independent Film Society of Toronto must launch the campaign by mid August in order to promote their upcoming film festival in December. The campaign ranges from poster design to adaptations like covers, agendas, programs, invitations, catalogues, and press passes, as well as larger formats such as bus advertisement, and subway billboards.

For this project, your objective is to create three pieces of advertising components:

1. Poster
2. Brochure
3. Ticket

Target Market:

A diverse audience, including youth (16-24), young urban professionals and serious movie enthusiasts.

Required Elements

Poster

- Text 1
- Organization & Sponsors Logos: Coloured, grayscale, or reversed versions
- Any graphics of your choice, use at least 1 of the supplied images from any of the 3 sets. Modifications are permitted

Brochure

- **PAGE 1: COVER**
 - Text 2
 - Organization & Sponsors Logos: Coloured, grayscale, or reversed versions
 - Any graphics of your choice, use at least 1 of the supplied images from any of the 3 sets. Modifications are permitted
- **PAGE 2: INTRODUCTION**
 - Text 3
 - Any graphics of your choice, use at least 1 of the supplied images from any of the 3 sets. Modifications are permitted
- **PAGE 3: LIST OF FILMS**
 - Text 4
 - All specific images to be used: *Set 3: Films & Directors*. Modifications are permitted
 - Rating Icons: Modifications are permitted
- **PAGE 4: LOCATIONS**
 - Text 5
 - The map of Downtown Toronto* (see instruction below on Map Modification)
 - Any graphics of your choice, use at least 1 of the supplied images from any of the 3 sets. Modifications are permitted
 - Organization Logo: Coloured, grayscale, or reversed versions

Map Modification*

- For the brochure, you need to make design modifications to the map, such as: the pointer, the colours, the lines, etc. to align with your design (see page 11)

Ticket

- Text 6
- *IFFT-Film-April-Story.jpg*. Modifications are permitted
- Rating Icons: Modifications are permitted
- Barcode: At 100% size and 100% black
- Organization Logo: Coloured, grayscale, or reversed versions

Supplied Elements

- Images
- Text 1, 2, 3, 4, 5 and 6
- Organization & Sponsor Logos: Colour, grayscale and reversed version
- Rating Icons
- Map of Downtown Toronto
- Barcode

Technical Specifications

Poster

- Colours: Process
- One Sided
- Bleed: 0.125 inches
- Resolution:150 LPI
- ICC Colour Profile for Images: U.S. Web Coated (SWOP) v2
- Final Trimmed Size: 10 x 16 inches.

Brochure

- Colours: Process
- One-Fold
- Double Sided
- Bleed: 0.125 inches
- Resolution:175 LPI
- ICC Colour Profile for Images: US Sheetfed Coated v2
- Final Trimmed Size: 14.5 x 10 inches (7.25 x 10 inches when it is folded)

Ticket

- Colours: Process & 1 PMS (Pantone Matching System) – Pantone 130C
- One Sided
- Bleed: 0.125 inches
- Resolution:133 LPI
- ICC Colour Profile for Images: US Sheetfed Coated v2
- Final Trimmed Size: 8 x 3.5 inches

Other Specifications

- Accepted image saving formats for print: TIFF (one layer), PSD (one layer), AI, or EPS
- A factor value between 1.5 and 2 is accepted for the resolution of the images used in the final layout and the PDF file
- The RGB mode is not accepted in the final output
- The bleed value is the exact value without any tolerance

Production

For the Poster you must provide:

- 1 untrimmed colour composite printout (including bleed, crop marks, registration marks and document info)
- 1 trimmed colour composite printout
- 1 press ready PDF (including bleed, crop marks, registration marks and document info)
- 1 final folder for archiving including fonts, linked images, working files, final layout and PDF file

For the Brochure you must provide:

- 1 untrimmed colour composite printout (including bleed, crop marks, fold line, registration marks and document info)
- 1 trimmed colour composite printout
- 1 press ready PDF (including bleed, crop marks, fold line, registration marks and document info)
- 1 final folder for archiving including fonts, linked images, working files, final layout and PDF file

For the Ticket you must provide:

- 1 untrimmed colour composite printout (including bleed, crop marks, registration marks and document info)
- 1 trimmed colour composite printout
- 1 press ready PDF (including bleed, crop marks, registration marks and document info)
- 1 final folder for archiving including fonts, linked images, working files, final layout and PDF file

Content for Poster (Text 1)

Independent Film Festival of Toronto

Discover the new voice of independent films

December 21 to 31, 2014

Opening Night Gala: December 20, 2014, 7:00 – 11:00 PM

For More Information:

iff.toronto.ca

info@iff.toronto.ca

416-235-8719



Independent Film Festival of Toronto is sponsored by:

Presenting Partner



AIR CANADA

Supporters



Ontario



Lead Sponsor



RBC
Royal Bank

Major Sponsors



Adobe



Bell



Unilever



Content for Brochure: Page 1 (Text 2)

Independent Film Festival of Toronto
Discover the new voice of independent films
December 21 to 31, 2014
For More Information:
iff.toronto.ca
info@iff.toronto.ca
416-235-8719



Independent Film Festival of Toronto is sponsored by:

Presenting Partner



Supporters



Continued on next page..

Content for Brochure: Page 2 (Text 3)

Introducing the Independent Film Festival of Toronto

Independent Film Festival Toronto (IFFT) started in 1994 to provide Toronto with the type of film event it had been looking for: one that discovers emerging talent and celebrates the leading edge of cinematic story tellers. A showcase for the best films from around the world—a festival that would bring directors, actors, producers, sponsors, and attendees together in an interactive environment. There were other film festivals in Toronto but there wasn't a mainstream independent film festival inclusive of everything that made up the film-festival experience.

Since then, the Festival has remained committed to two fundamental goals: to find the best local, national, and global films to share with our community; and to showcase our city to visiting artists, introducing them to savvy audiences and ideal locations for future films.

IFFT is a 100% volunteer-run event, and a non-profit organization. We have been able to harness the unbridled enthusiasm of the community. And the industry is taking notice. Filmmakers love to show their films to our audience, finding them articulate and perceptive. We're proud of the accolades we get from filmmakers, distributors, and the press, but we're most proud of the recognition we've gotten from the people of Toronto: we've been named Best Film Festival by readers of *Maclean's* in 2013, and by readers of the *Toronto Life* in 2012 and 2013.

The success of IFFT can be attributed to the hard-working, passionate, and completely volunteer staff that puts in time year-round. Most of all, our success is largely due to an audience that had long wanted and waited for just this kind of festival and continues to support it.

Content for Brochure: Page 3 (Text 4)

Note: Anything in square brackets [] must be replaced with required symbol.

Top 5 Most Anticipated Movies at the 2014 Independent Film Festival of Toronto

All the Wrong Reasons

[R] Canada | 118 min | Comedy, Drama

An ensemble film about four everyday people: a store manager, a security guard, a fire fighter and a clerk who struggle in the aftermath of trauma.

Director: Gia Milani

Writer: Gia Milani

Stars: Cory Monteith, Karine Vanasse, Kevin Zegers



Director: Gia Milani

Continued on next page..

Content for Brochure: Page 3 (Text 4) (*continued..*)

April Story

[PG-13] Japan | 67 min | Romance

In spring, a girl leaves the island of Hokkaido to attend university in Tokyo. Once there, she is asked to reveal why she wanted to go there in the first place.

Director: Shunji Iwai

Writer: Shunji Iwai

Stars: Takako Matsu, Seiichi Tanabe, Kaori Fujii



Director: Iwai Syunji

Hamlet 2

[PG] United States | 92 min | Comedy, Music

In this irreverent comedy, a failed actor-turned-worse-high-school-drama-teacher rallies his Tucson, AZ students as he conceives and stages politically incorrect musical sequel to Shakespeare's Hamlet.

Director: Andrew Fleming

Writers: Pam Brady, Andrew Fleming

Stars: Steve Coogan, Elisabeth Shue, Catherine Keener



Director: Andrew Fleming

Continued on next page..

Content for Brochure: Page 3 (Text 4) (*continued..*)

The Kid with a Bike

[PG-13] France | 87 min | Drama

Abandoned by his father, a young boy is left in a state-run youth farm. In a random act of kindness, the town hairdresser agrees to foster him on weekends.

Director: Jean-Pierre Dardenne

Writers: Jean-Pierre Dardenne, Luc Dardenne

Stars: Thomas Doret, Cécile De France, Jérémie Renier



Director: Jean-Pierre Dardenne

Oldboy

[R] South Korea | 120 min | Drama, Mystery, Thriller

After being kidnapped and imprisoned for 15 years, Oh Dae-Su is released, only to find that he must find his captor in 5 days.

Director: Chan-wook Park

Writers: Garon Tsuchiya, Nobuaki Minegishi

Stars: Min-sik Choi, Ji-tae Yu, Hye-jeong Kang



Director: Chan-wook Park

There are over 300 films showing during the festival.
Please visit iffitoronto.ca to see the full listing of films and schedules.

Continued on next page..

Content for Brochure: Page 4 (Text 5)

Maps and Locations



The Independent Film Festival of Toronto (IFFT) is the world's largest independent film festival, screening more than 300 films from around the world in venues across the city.

1. The Bloor Hot Docs Cinema - 506 Bloor Street West
2. Glenn Gould Studio at CBC - 250 Front Street West
3. IFFT Baller LightboxReitman Square - 350 King Street West
4. Isabel Bader Theatre - 93 Charles Street West
5. Jackman Hall Art Gallery of Ontario - 317 Dundas Street West
6. The Princess of Wales Theatre - 300 King Street West
7. Roy Thomson Hall - 60 Simcoe Street
8. Ryerson Theatre - 43 Gerrard Street East
9. Scotiabank Theatre - 259 Richmond Street West
10. Visa Screening Room Elgin Theatre - 189 Yonge Street
11. The Winter Garden Theatre - 189 Yonge Street

For More Information:

ifftoronto.ca

info@ifftoronto.ca

416-235-8719



Content for Ticket (Text 6)

Note: Anything in square brackets [] must be replaced with required symbol.

You are required to have the following on the ticket:

IFFT Presents

April Story

[PG-13]

67 Minutes

The Winter Garden Theatre

Auditorium: 05

Wednesday, December 31, 2014

10:15 PM

Adult

Section: 23

Row: S

Seat: 125

\$35

ifftoronto.ca



Images

Set 1: City of Toronto



IFFT-City-of-Toronto-01.jpg



IFFT-City-of-Toronto-02.jpg



IFFT-City-of-Toronto-03.jpg



IFFT-City-of-Toronto-04.jpg



IFFT-City-of-Toronto-05.jpg



IFFT-City-of-Toronto-06.jpg



IFFT-City-of-Toronto-07.jpg



IFFT-City-of-Toronto-08.jpg



IFFT-City-of-Toronto-09.jpg



IFFT-City-of-Toronto-10.jpg



IFFT-City-of-Toronto-11.jpg



IFFT-City-of-Toronto-12.jpg



IFFT-City-of-Toronto-13.jpg



IFFT-City-of-Toronto-14.jpg

Continued on next page..

Images (continued..)

Set 2: Film Festival



IFFT-Film-Festival-01.jpg



IFFT-Film-Festival-02.jpg



IFFT-Film-Festival-03.jpg



IFFT-Film-Festival-04.jpg



IFFT-Film-Festival-05.jpg



IFFT-Film-Festival-06.jpg



IFFT-Film-Festival-07.jpg



IFFT-Film-Festival-08.jpg



IFFT-Film-Festival-09.jpg



IFFT-Film-Festival-10.jpg



IFFT-Film-Festival-11.jpg



IFFT-Film-Festival-12.jpg



IFFT-Film-Festival-13.jpg



IFFT-Film-Festival-14.jpg



IFFT-Film-Festival-15.jpg



IFFT-Film-Festival-16.jpg



IFFT-Film-Festival-17.jpg



IFFT-Film-Festival-18.jpg



IFFT-Film-Festival-19.jpg



IFFT-Film-Festival-20.jpg

Continued on next page..

Images (continued..)

Set 2: Film Festival (continued..)



IFFT-Film-Festival-21.jpg



IFFT-Film-Festival-22.jpg



IFFT-Film-Festival-23.jpg



IFFT-Film-Festival-24.jpg



IFFT-Film-Festival-35.jpg



IFFT-Film-Festival-26.jpg



IFFT-Film-Festival-27.jpg



IFFT-Film-Festival-28.jpg



IFFT-Film-Festival-29.jpg



IFFT-Film-Festival-30.jpg



IFFT-Film-Festival-33.jpg



IFFT-Film-Festival-32.jpg



IFFT-Film-Festival-33.jpg



IFFT-Film-Festival-34.jpg



IFFT-Film-Festival-35.jpg

Continued on next page..

Images (continued..)

Set 3: Films & Directors



IFFT-Film-All-the-Wrong-Reasons.jpg



IFFT-Film-All-the-Wrong-Reasons-Gia-Milani.jpg



IFFT-Film-April-Story.jpg



IFFT-Film-April-Story-Iwai-Syunji.jpg



IFFT-Film-Hamlet-2.jpg



IFFT-Film-Hamlet-2-Andrew-Fleming.jpg



IFFT-Film-Oldboy.jpg



IFFT-Film-Oldboy-Park-Chan-Wook.jpg



IFFT-Film-The-Kid-with-a-Bike.jpg



IFFT-Film-The-Kid-with-a-Bike-Jean-Pierre-Dardenne.jpg

Rating Icons



Logos

Coloured	Grayscale	Reversed
		
		
		
		
		
		
		
		
		
		
		
		

Marking – Secondary

Technical elements (objective): 60%

	<i>Poster</i>	<i>Brochure</i>	<i>Ticket</i>	<i>Total</i>
1. Computer: Images				
1.1 Correct colour mode of all images	2	2	2	/6
1.2 Correct colour ICC profile in all used images	0.5	0.5	0.5	/1.5
1.3 Correct resolution of all used images	2	2	2	/6
1.4 Correct saving formats of all images	0.5	0.5	0.5	/1.5
				/15
2. Computer: Layout				
2.1 Correct measurements	1.5	1.5	1.5	/4.5
2.2 All the required elements are present	4	6	4	/14
2.3 Bleed is done at exact value	1.5	1.5	1.5	/4.5
2.4 Fold line is present in the layout	-	1	-	/1
				/24
3. Saving Abilities				
3.1 PDF for press is correct size	1	1	1	/3
3.2 PDF for press includes trim marks	1	1	1	/3
3.3 PDF for press is correct colours	1	1	1	/3
3.4 The final folder for archiving is correct and complete including working files, fonts, all elements	1	1	1	/3
				/12
4. Final Presentation				
4.1 Untrimmed colour composite printed	1	1	1	/3
4.2 The poster, brochure and ticket are printed, trimmed, assembled	2	2	2	/6
				/9
Sub Total				/60
<i>Creative and Aesthetic Elements (subjective): 40%</i>				
5.1 Appropriate to the target market	1	1	1	/3
5.2 Use of images	2	2	2	/6
5.3 Font choice – size, colour, legibility, impact	2	2	2	/6
5.4 Concept – originality, idea	2	2	2	/6
5.5 Layout – composition, balance, shape, space	2	2	2	/6
5.6 Impact of design execution	4	3	4	/11
5.7 Cohesiveness of all elements	2			/2
Sub Total				/40
Total				/100

Marking – Post Secondary

Technical elements (objective): 60%

	<i>Poster</i>	<i>Brochure</i>	<i>Ticket</i>	<i>Total</i>
1. Computer: Images				
1.1 Correct colour mode of all images	1	1	1	/3
1.2 Correct colour ICC profile in all used images	1	1	1	/3
1.3 Correct resolution of all used images	1	1	1	/3
1.4 Correct saving formats of all images	1	1	1	/3
				/12
2. Computer: Layout				
2.1 Correct measurements	1	1	1	/3
2.2 All the required elements are present	4	6	4	/14
2.3 Bleed is done at exact value	1	1	1	/3
2.4 Fold line is present in the layout	-	1	-	/1
				/21
3. Saving Abilities				
3.1 PDF for press is correct size	1	1	1	/3
3.2 PDF for press includes trim marks	1.5	1.5	1.5	/4.5
3.3 PDF for press is correct colours	1.5	1.5	1.5	/4.5
3.4 The final folder for archiving is correct and complete including working files, fonts, all elements	2	2	2	/6
				/18
4. Final Presentation				
4.1 Untrimmed colour composite printed	1	1	1	/3
4.2 The poster, brochure and ticket are printed, trimmed, assembled	2	2	2	/6
				/9
Sub Total				/60
<i>Creative and Aesthetic Elements (subjective): 40%</i>				
5.1 Appropriate to the target market	1	1	1	/3
5.2 Use of images	2	2	2	/6
5.3 Font choice – size, colour, legibility, impact	2	2	2	/6
5.4 Concept – originality, idea	2	2	2	/6
5.5 Layout – composition, balance, shape, space	2	2	2	/6
5.6 Impact of design execution	4	3	4	/11
5.7 Cohesiveness of all elements	2			/2
Sub Total				/40
Total				/100