

BEHIND THE SCENES

PROCESS BOOK



OVERVIEW

The overall goal of this project was to create a guidebook for lesser known careers in the film industry. I picked five departments within the film industry which were art, hair and makeup, wardrobe, sound, and production and chose three to four career paths for each department. I deep dived into those careers and gathered content for each before compiling it into the book. I explored different layouts to create versatility within the book as well. I really liked the brand this book was hinting at so I expanded the project to include an exhibition with an opening night gala. While the book was the starting point of this project, it became a take home item for guests at the gala and lived amongst the exhibit, billboards, id lanyards, tote bags, and tickets.

MOODBOARD

BEHIND THE SCENES
ART DEPARTMENT
HAIR AND MAKEUP DEPARTMENT
WARDROBE DEPARTMENT
SOUND DEPARTMENT
PRODUCTION DEPARTMENT

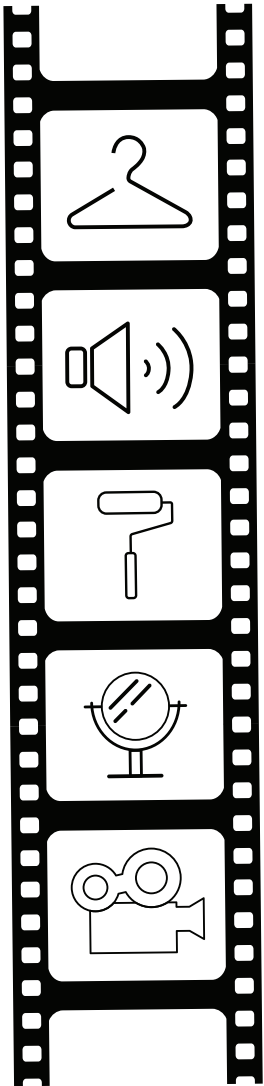


RESEARCH

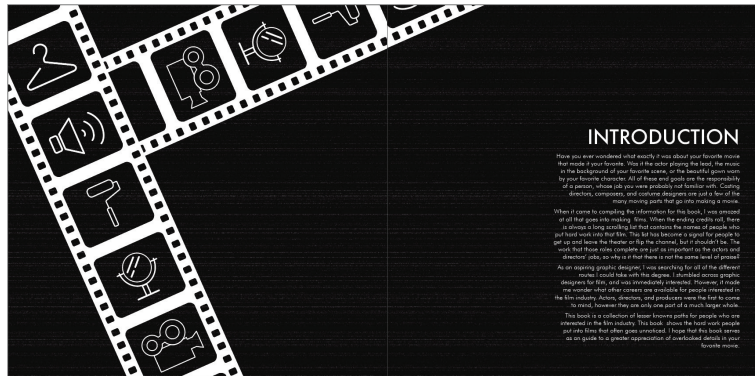


The majority of the research for this project revolved around gathering content for the book. I did hours of research figuring out which careers to include and gathering relevant information regarding education requirements, qualifications, and duties in the role. I then spent time finding notable people in each careers and gathering image assets for the book as well. I also did research when I began designing the exhibition to see how short term exhibits were usually set up and how exactly to design for pieces that were much more large scale than I was used to.

GUIDEBOOK PROCESS



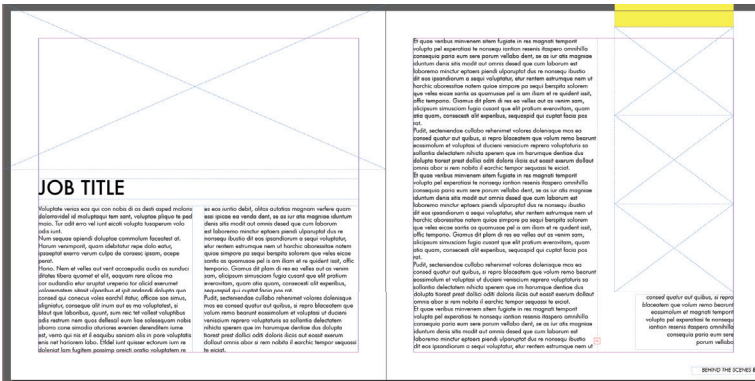
icon iterations



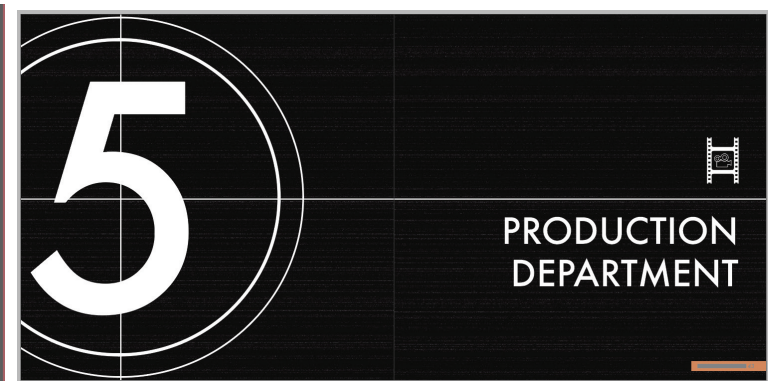
icon iterations in book



front cover iteration



layout iterations in master pages



section dividers iteration

GUIDEBOOK FINAL



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EXHIBITION PROCESS



SET DESIGNER

"I ALSO IT'S WONDERFUL THAT THEATER DIRECTORS LIKE MARTIN (MCDONAGH) MAKE EVERY INDIVIDUAL FEEL EQUALLY IMPORTANT. IT'S A TEAM-EFFORT AND HE REALLY RESPECTS ALL THE CRAFTS. WHEN YOU'RE ON THE SET EVERYONE IS EQUALLY VALUABLE."

-SANDY REYNOLDS WASCO
SEVEN PSYCHOPATHS

Imagine your favorite movie or TV show for a second – what is the visual you conjure up? Whether it's *Seinfeld*, *Game of Thrones* or *Wonder Woman*, the set that actors perform around plays as much of a role as they do. The environment created by scenic designers helps set the tone, the era and the overall vibe of each scene. Without the proper backdrop, the story is incomplete. To become a set designer takes proper education and experience, often a bachelor's or master's degree of fine arts is a baseline requirement. But if this is your field of interest, the career upside is very high.

So, what is Set Design? If there is no background or some stage setup in performance, then the story becomes harder to believe, and there is nothing to bring to added feel or air to the production. Think *Dunkirk* without the battlegrounds and burning buildings. Not quite the same, right? Even the smallest detail in a scenic design can contribute to the imagination of the audience whether it is the eye picking it up or the unconscious mind.



job specific introduction plague iterations

BEHIND THE SCENES OF A GRAPHIC DESIGNER

Across the full spectrum of the entertainment and media industries, there is a need for graphic designers to produce original art to be used for advertising, marketing, promotions, and PR materials. From movie posters to album covers and video game packaging to websites, striking visual collateral is essential to culling an audience.

The graphic designer typically works under the direct supervision of the art director, and is responsible for producing art assets and graphic page layouts according to design documentation and notes provided by the client. He or she will participate in concept meetings to understand the product or brand, and collaborate with the art director to come up with a design brief. Research is required before determining how to best visually represent a product, and the graphic designer is expected to work within given parameters, which could include mimicking an existing branding style, incorporating existing photos, or integrating required content like logos or specific wording. When a final design has been approved, the artist will produce refined samples for each medium (billboards, posters, etc.) that will then be reproduced for distribution. With one client satisfied, it's on to the next project, and the design cycle repeats.



"EVERYTHING INVOLVES DESIGN, YOU SEE IT EVERYWHERE. THIS FONT, THAT FONT, THEY'RE ALL SELECTED FOR A REASON. SIGNS ARE EVERYWHERE, THE INFLUENCE OF DESIGN IS EVERYWHERE. [HARRY POTTER] JUST OPENED IT UP TO A NEW AUDIENCE."

-EDUARDO LIMA AND MIRAPHORA LIMA
HARRY POTTER

EXHIBITION *FINAL*



department specific wall design (front view)

EXHIBITION *FINAL*



department specific wall design (side view)

EXHIBITION FINAL



job specific gallery wall

COLLATERAL PROCESS



billboard iteration



tote bag iteration

COLLATERAL *FINAL*



billboard

COLLATERAL *FINAL*



gala id lanyards

COLLATERAL *FINAL*



gala gift tote and book

COLLATERAL *FINAL*



exhibit tickets

FINAL THOUGHTS

This project was a favorite of mine. This was the first project that I completed fully at home after being sent home from school due to COVID-19. I was very unsure of how at home school was going to go, so I was very nervous of how this project was going to go. I have always had a strong interest in the film industry, and would even like to work in the film industry at some point so it was engaging to learn more about it. The main thing I took away from this project was to be passionate about your work. It was very easy to fall out of the work mindset during quarantine, but I think because I was so passionate about what I was learning about it made it so much easier to keep my focus on this project. I also got to go back to this project after about another full year of school, so it was very interesting to see the growth in myself as a designer between then and now. I liked being able to expand this project because it really taught me the importance of creating a brand that has the ability to grow beyond what it is currently being used for. Lastly, I got the chance to explore some environmental design which was new for me and taught me how to design for more large scale pieces.

DESIGN SYSTEMS PRESENTS **BEHIND THE SCENES A GUIDE TO CAREERS IN THE FILM INDUSTRY PROCESS BOOK**

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DIRECTED BY **MIAMI UNIVERSITY** **CUSTOM LAYOUT BY** **RACHEL ANTHONY** **A PROCESS BOOK**