

# Client Project – WASA

## Rationale

### The Organisation

The Western Australian Screen Academy (WASA) is based at Edith Cowan University, Mount Lawley. Established in 2005, it has trained many filmmakers through a production based experience. The WASA Gala at Luna Cinemas in Leederville showcases the students' work every year. This year's theme is 'RUPTURE.'

### Target Audience

The target audience of the gala includes WA Screen Academy students and staff, family and friends of those students, aspiring filmmakers, the film industry across Australia, students and staff from Australian Universities, and the general public interested in film.

### Importance

The design of the gala poster is important to appeal to younger audiences, influencing high-school and undergraduate university students to pursue and join the WA Screen Academy. It is also important to pay homage to the students who have worked on the productions being screened at the gala.

### Brand Identity

WASA is an output for creativity, allowing students to express their own stories and truth in their work, as well as inspiring their audiences. WASA also allows students to prepare or 'break out' into the film industry.

### Choice of design

My interpretation of 'Rupture' is the process of breaking apart. I have chosen a subtle approach of referencing film (through the incorporation of grain and a light leak effect) to create intrigue, and allow audiences to find out more information on their own.

### Typography

My design includes stretched out letters and duplication of text to express the process of breaking. The text is placed in front of a gradient background, with an overlay layer, creating an 'overexposed' and 'light leak' effect which is seen in 35mm film. I have duplicated the text three times to portray the text 'rupturing.' I also made the text slightly blurry but readable, imitating a photo with a high shutter speed. In addition, I have chosen a simplistic font, Urbane, for readability purposes, as well as a level of sophistication due to the Gala being a prestigious event.

### Background

The gradient background of orange and purple, are the colours I associate with the word Rupture. I also chose the colour orange as that is the usual colour of light leaks along with white, which is the colour of the text.

I made sure that each colour of the background can be seen through the text, to create texture.

The background is not in the same position in all of the mediums, as I wanted the waves of colour to flow across the page, which is different in a landscape and portrait position.

There is also grain in the background to add another layer of texture, and to create a filmic style.

### Method of Approach

The designs will predominantly be digital, to reduce waste. If physical, must be recyclable.

Physical advertisement posters will be placed throughout the City of Vincent, City of Stirling, Perth CBD, and WA universities including ECU.

Digital advertisements will be posted on social media apps/websites including but not limited to, Facebook, Instagram and Eventbrite.

### Mediums

The physical and digital advertisements include:

- social media banner and profile
- physical and digital posters & flyers
- physical and digital booklet

### Future Ventures

My designs could be applied to other WASA or ECU events, such as the documentary showcase.

# Poster

The WA Screen Academy  
in the School of Arts and  
Humanities at ECU Present:

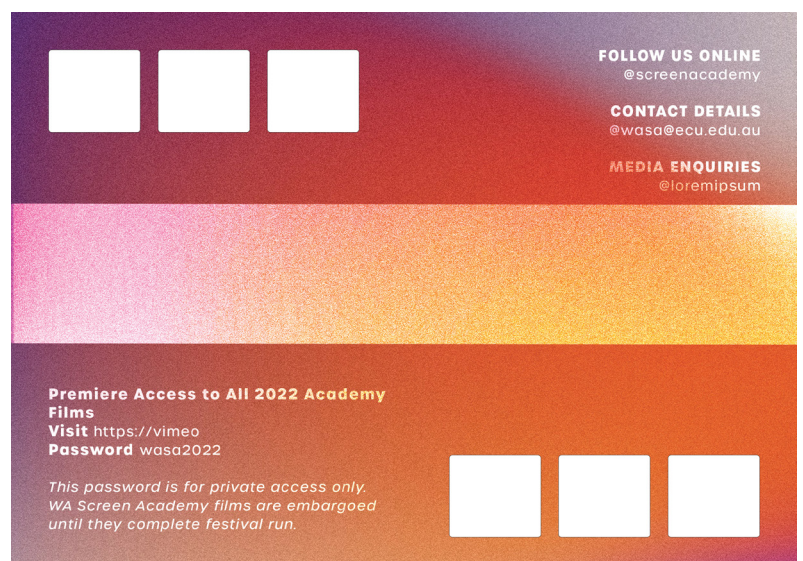
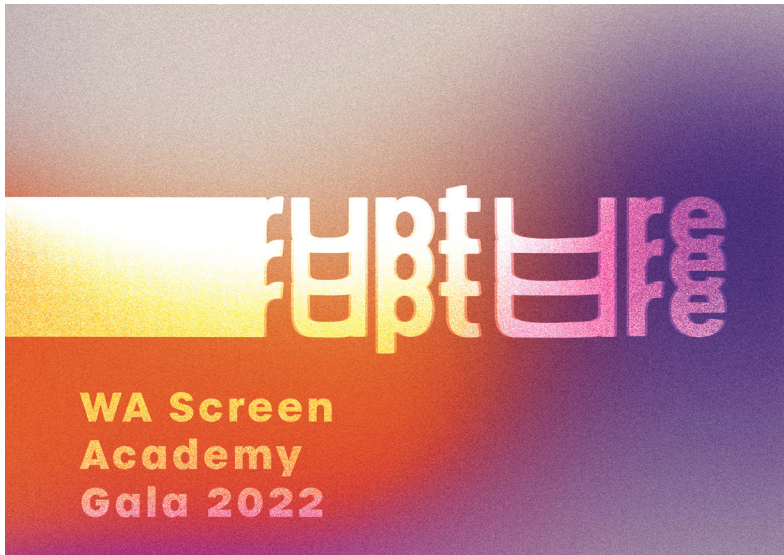
Reptile

WA Screen  
Academy Gala

Luna  
Cinemas,  
Leederville

20th  
October  
2022  
6:30pm

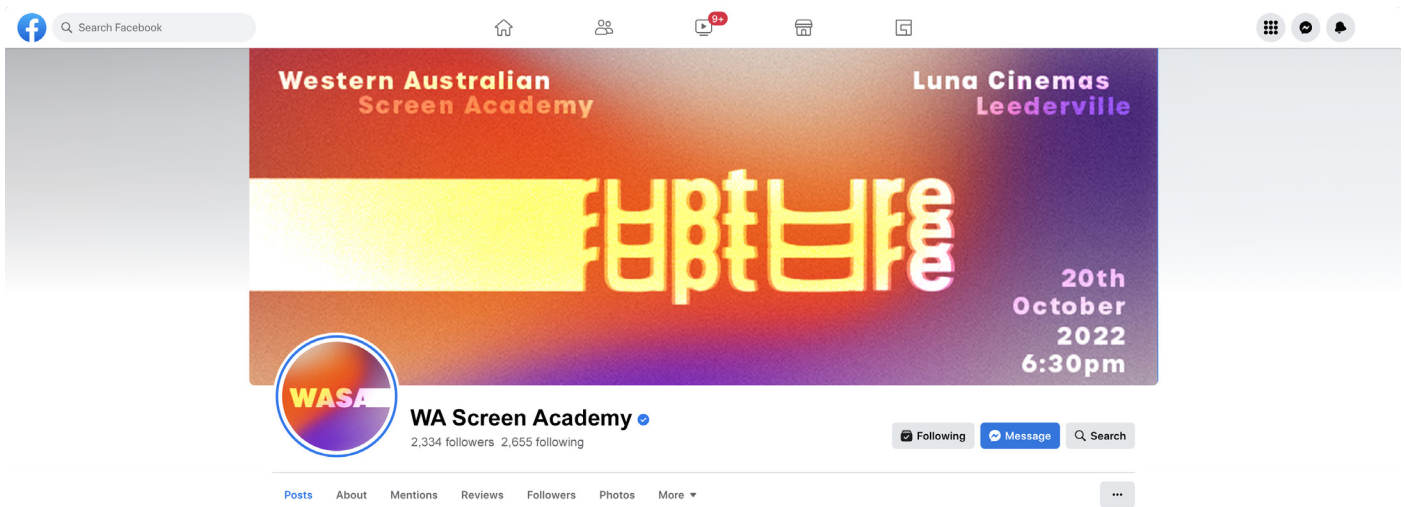
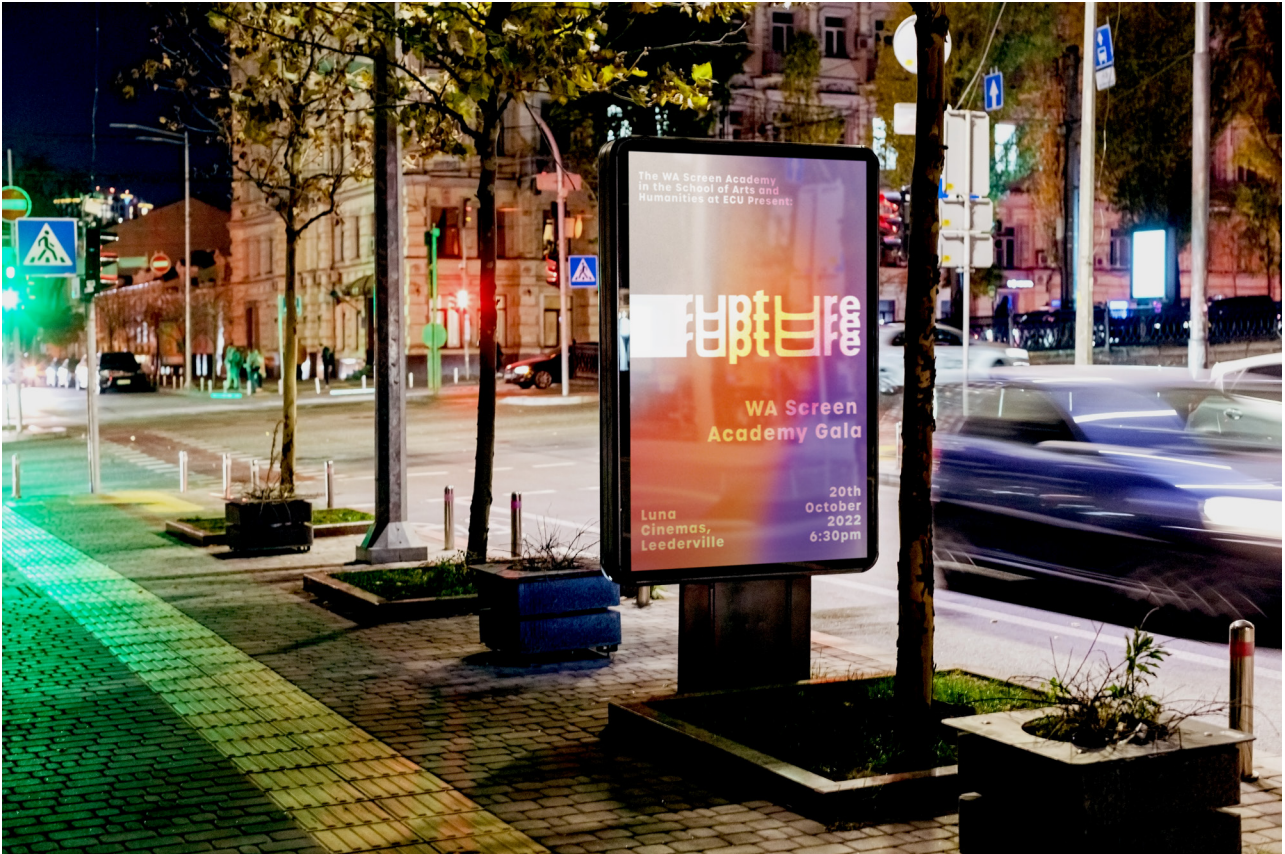
# Booklet – Front and Back Cover



# Social Media Banner and Profile



# Mockups – Poster & Social Media Banner



# Style Guide – Page 1

## Logo

### Poster Logo



1. White and placed on edge



2. Overlay + duplicated layer moved

1. Logo must be **white** and placed on the **left** edge of the page.

2. Must be an **overlay** layer and **duplicated** to create prominence. Duplicated layer can be moved to the right, left, or above **slightly** to create blurred effect.

3. Must be **readable**, the text must be in the **centre** of the page.

Cannot be squashed, stretched or changed besides the size. Must be at least 2x larger than the headings.

### Booklet logo



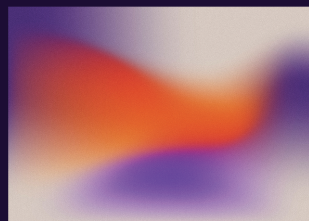
### Social Media logo



3. Text at the centre of page

## Background

Can crop, zoom in, change landscape, etc. depending on output medium.  
Must show all three colours.



## Typography

All typography must be in white and an overlay.  
Text layer can be duplicated in the same position or moved slightly to create blurred effect.  
Body text for posters, social media page and front of booklet must be in Urbane Bold.  
Booklet headings must be in Urbane Bold and body text in Urbane Medium.

*Typeface - Heading*

**Urbane Bold**

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz

0123456789

*Typeface - Body*

**Urbane Medium**

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz

0123456789

# Style Guide – Page 2

## Typography Spacing

### Booklet (Back)

Must be aligned to the right if on right side, vice versa.

#### Headings:

- Urbane Bold
- 1 pt larger than heading

#### Body text:

- Urbane Medium
- 1 pt smaller than heading.
- Leading must be 14 pt.



### Booklet (Front)

#### Sub-heading:

- Around 24 pts, must be smaller than logo
- Leading must be 36 pt.
- Must be aligned to the right if on right side, vice versa.

### Poster

Must be aligned to the right if on right side and vice versa.

#### Sub-Heading:

- (WA Screen Academy Gala)
- Must be smaller than logo,
  - 20 pts larger than body text.
  - Leading must be 72 pt.

#### Body text:

- (Luna Cinemas, Leederville.  
20th October 2022 6:30pm)
- 20 pts smaller than heading
  - Leading must be 40 pt, must have more space than header

#### Header:

- (The Wa Screen Academy in the School of Arts and Humanities at ECU Present)
- 10 pts smaller than body text.
  - Must be larger.
  - Leading must be 30 pt, or close enough to be readable and have some space.



# Style Guide – Page 3

## Typography Spacing

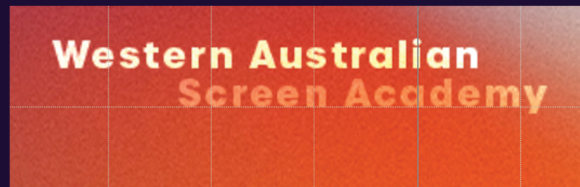
### Social Media Banner

#### Sub Headings

- Must be placed with space around the text.
- Must be 2x smaller than logo.
- Leading must be 6pt.

*Western Australian Screen Academy*

- 'Screen academy' must directly be underneath, placed 1/3 away from 'Western Australian' text.
- 'Western Australian' must be aligned to left.
- 'Screen academy' must be aligned to the right.



*Luna Cinemas Leederville*

- 'Leederville' must be placed underneath, 1/3 away from 'Luna Cinemas' text.
- 'Luna Cinemas' must be aligned to the left.
- 'Leederville' must be aligned to the right.

*20th October 2022 6:30*

- Each piece of information must be underneath each other.
- Must be aligned to the right.

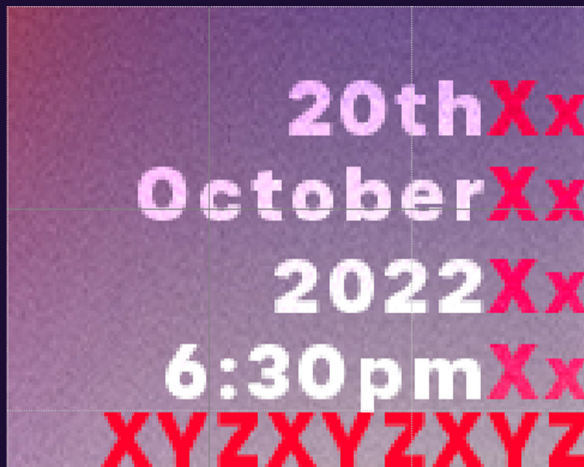


# Style Guide – Page 4

## Exclusion Zones

### Booklet & Poster

- At least a 2x pixel gap from edge of page for all typography.



### Social Media Banner

- At least 1 Letter (of the same font and size) gap for all typography.
- 2 is desirable.

### Logo - Heading

- Same rules apply to logo - heading space.
- Must have at least 1 letter of space
- 2 letters of space is desirable



# References

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Trygub, O. (n.d). *Digital noise gradient. Nostalgia, vintage 70s, 80s style. Abstract lo-fi background. Retro wave, synthwave. Wallpaper, template, print. Minimal, minimalist. Blue, black, beige, purple, pink color*. Adobe Stock. <https://stock.adobe.com/images/digital-noise-gradient-nostalgia-vintage-70s-80s-style-abstract-lo-fi-background-retro-wave-synth-wave-wallpaper-template-print-minimal-minimalist-blue-black-beige-purple-pink-color/420772734>

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