

Practitioner's Statement

Sense 8 poster design

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The aim of the design brief was to create promotional content for the Netflix show, Sense 8, which would advertise and attract the show to a wider audience. The brief expressed the requirements of the poster and supporting content to be inspired by the Swiss and Italian style graphics, as the symbolic ingenuity of the style would best suit the show. The poster must reflect the themes and identity of the show as well as promote the Netflix streaming site.

The target audience for the poster needed to reflect the mature content and nature of the show, marketing towards viewers 15+. With a United States origin and heavy English speaking and western culture influences the show is targeted towards more western and English speaking viewers. The show embraces content that appeals to both a male and female target market.

What inspired and influenced me at the start of my project was first and foremost the television show. This gave me context and insight into the science fictional story line and extremely diverse and interesting cast of characters. What was clear throughout the show was the focus on characterisation and the diversity of each of the main 8 characters. Each of the characters unique abilities lives and backstories became a key focus in my research, idea generation and strongly influenced the final outcome. I tried to understand and try to express the themes and identity of the show through effective and symbolic visual representation. I also ensured I researched a breadth of movie posters and Swiss style graphics to better understand and adapt the conventions and design techniques of the medium and impactful style.

My resulting movie poster and supporting graphics adhere to the parameters of the design brief due to the careful consideration of the requirements and effective graphic design features. The posters has taken inspiration from the Swiss style graphic through its uniformity and bold geometric shapes combined with powerful contrasting colour palette, effectively conveying the Sense8 identity and promotional information in an engaging way. By refining and simplifying the concept of the poster I have created whitespace that gives the poster room to breathe and creates visual impact and improves the posters overall functionality. I took the Swiss styles minimal design influences by emphasising the fundamental elements whilst providing enough information for a clear and easily readable concept. The carefully selected capitalised sans- serif typeface is unified with the impactful graphics and Swiss style aesthetic. The position, scale and weight of the type were an important element, not only for visual impact but informational hierarchy: Making the Netflix logo most immediately noticeable at the top in red, followed by the large, bold show name. This hierarchy meant the viewers see the important information first, making the poster an effective advertising tool.

The supporting Netflix website graphics are an extension of the poster and its bold graphic style. With a minimal design approach and elements such as white space, asymmetry and large bold type achieve a visual appealing and powerful identity for the show that imbues quality and certainly holds its own amongst the numerous other Netflix in website graphics. My own personal design style aesthetic shines through the concept with dominant vector graphics and geometric flat shapes and characters models.