

The Golden Era

poster made by Huang Hai



Siyuan Zan

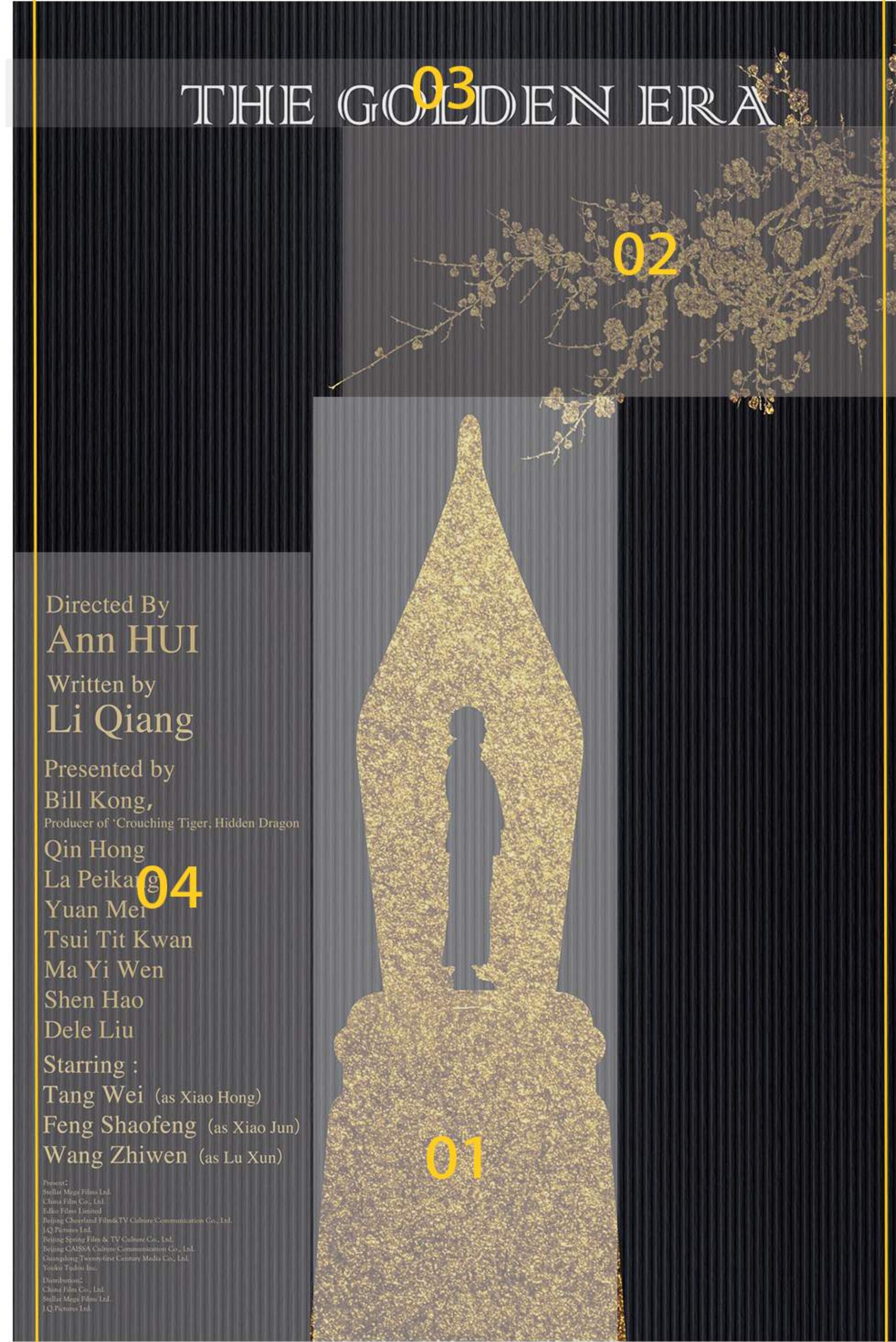


Background

The poster is a 2014 Chinese biographical drama film starred by Tang Wei. Tang portrays Xiao Hong who was a famous female writer during the period of the Republic of China. At that time, China's society was feudal and old-fashioned, the war continued, women in the social status at that time is very humble, the public advocated that women's talent is virtue, family-arranged marriage, women do not choose the freedom of marriage. Xiao Hong, however, did not obey, she received a good education, full of talent, with words to criticize the society. She pursued free love, experienced five men, two pregnancies.

01

Underlying Grid System



- As for poster's layout, there is blank in the upper left corner and the lower right corner, and the left and right sides (Yellow line marks) maintain the same symmetrical edge interval, giving people a good visual balance.
- The text in area 04 is aligned to the left, with consistent segment intervals

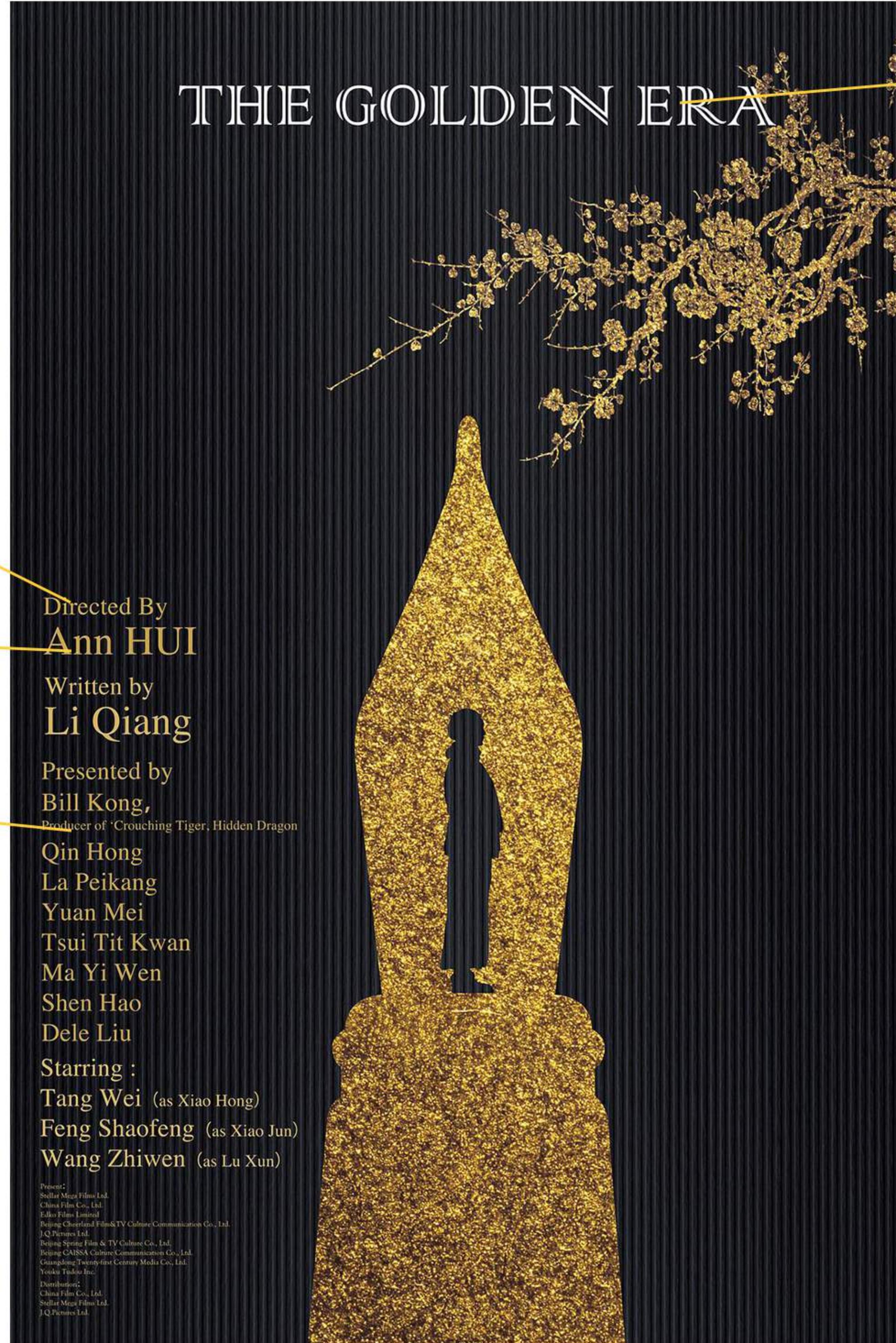
02

Font

Laurentian Std Condensed by Monotype

Times New Roman Pro Condensed
by Monotype

Nimbus Roman CHS
by URW Global



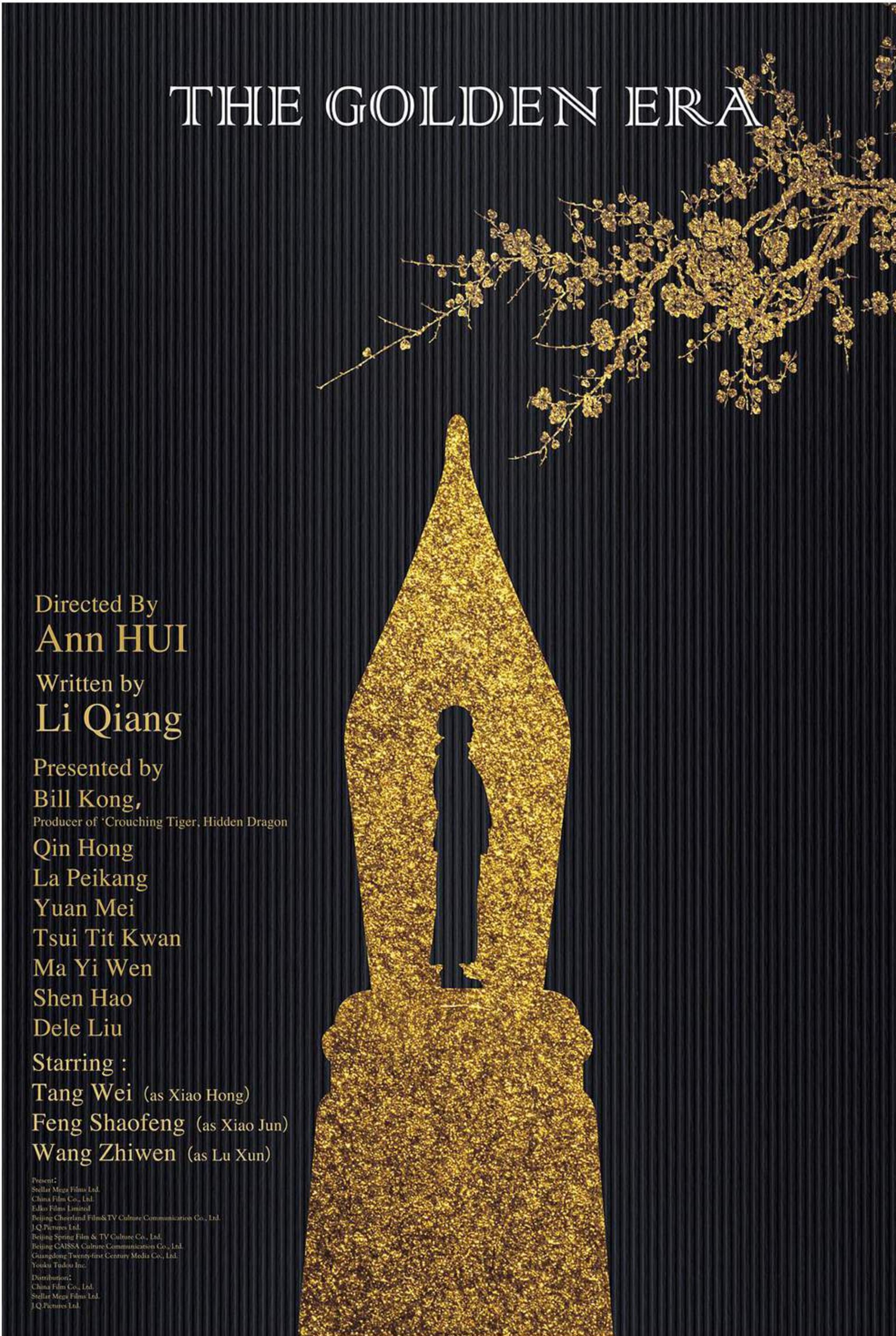
Colonna Std Regular by Monotype

- In terms of font size, the title font is the largest, naming the movie name. Then there are the names of directors and screenwriters. Smaller fonts list actors and publishing companies. Those highlight the key points

- In terms of font type, the poster selects four main fonts. The title font has a sharp feel which is corresponding to the pen icon.

03

Element



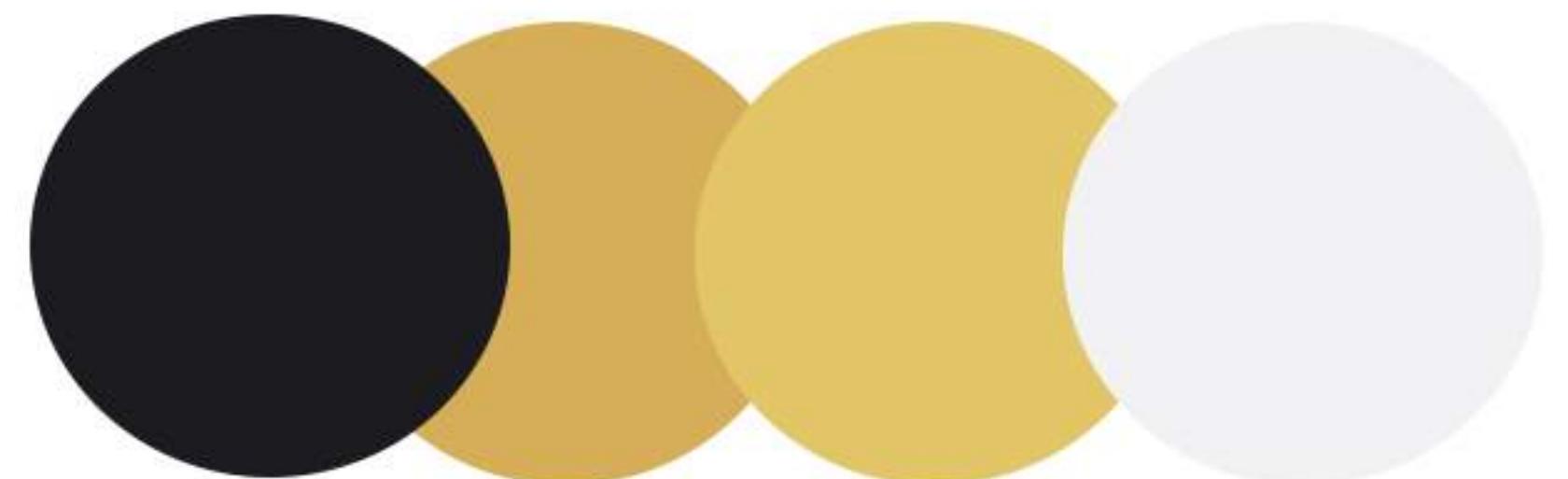
- Sharp pen Indicates that Xiao Hong(the heroine) is a writer who use writing to fight against the society. and she is very strong and unyielding. The pen with the most brightness gold in center of the poster indicate that the soul of Xiao and her deeds are rich, like the golden million. And it also corresponds with the film title.

- the figure shows that the heroine is a plain and weak women. And the skirt she wear is the style populared in the republic of China era, showing the time period of film. The pen and the figure form a clear contrast which tell that although her body is weak, the heart is strong.

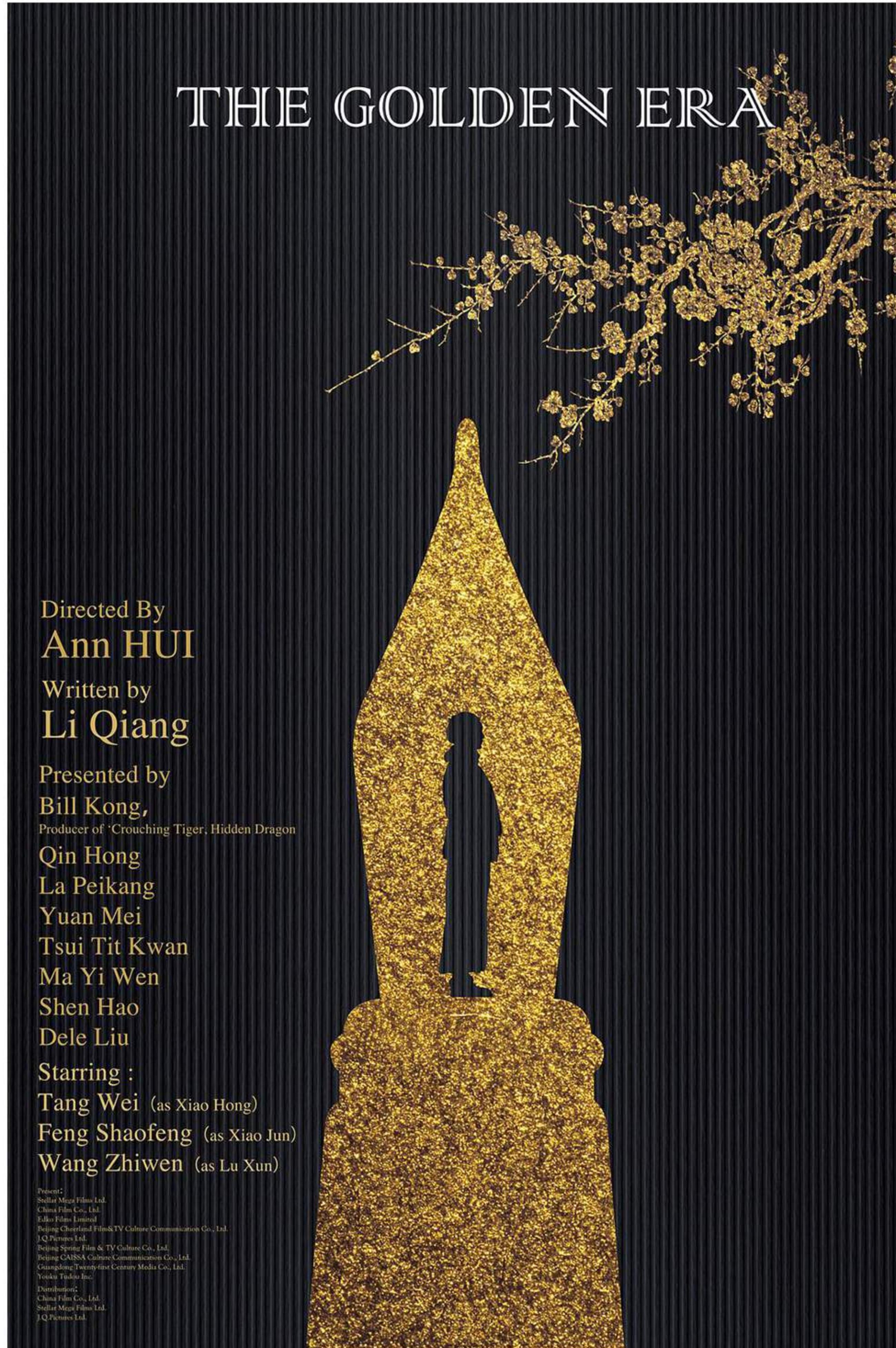
- Plum symbolics unobtainable and optimistic in China, which corresponds Xiao' qualities.

04

Color



R:28 R:214 R:226 R:242
G:27 G:174 G:198 G:242
B:32 B:88 B:104 B:243



- The poster is based on black and echoes the dark social background of the film. Other primary color elements use gold to echo the title and rich inner world of Xiao Hong.

- The color's change of golden brightness allows people to focus on the shape of the pen, the name of the director and the writer.

- The silver color produces a difference with gold, which also allows people to immediately know the title.