Storytelling

Our group decided to focus on iconic movies from the 1990s for our infographic because this decade holds a unique charm and cultural significance in cinematic history. Each film we selected represents a different aspect of the 90s that continues to resonate with audiences today.

- **Clueless:** A 90s teen comedy that redefined the genre with its script and fashion-forward aesthetic. It remains a cultural touchstone for understanding youth culture of the era.

- **Titanic:** A cinematic masterpiece that captured the filmmaking in the 90s while telling a timeless love story against a historical tragedy.

- **Pulp Fiction:** Quentin Tarantino's groundbreaking work revolutionized storytelling with its nonlinear narrative and sharp dialogue.

- **10 Things I Hate About You:** A modern adaptation of Shakespeare's The Taming of the Shrew, this film combines timeless themes with a 90s setting

- **Mr. Bean:** Rowan Atkinson's iconic character brought universal humor through situational comedy, embodying the global reach of 90s entertainment.

- **The Addams Family:** This darkly comedic and visually inventive adaptation brought a beloved franchise into the 90s, blending nostalgia with contemporary charm.

These films were chosen not only for their popularity but also for their ability to reflect the diversity and creativity of 90s cinema. From romance and satire to comedy and innovation, each movie contributed something unique to the culture of the time, making them perfect subjects for our infographic.

Progress and ideas
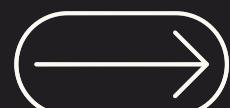
→ ## Decided on a topic
Decided that working with nostalgia is a powerful tool

→ ## Sketches & planning
Searching for a way to organize the elements while maintaining order and following the mood board
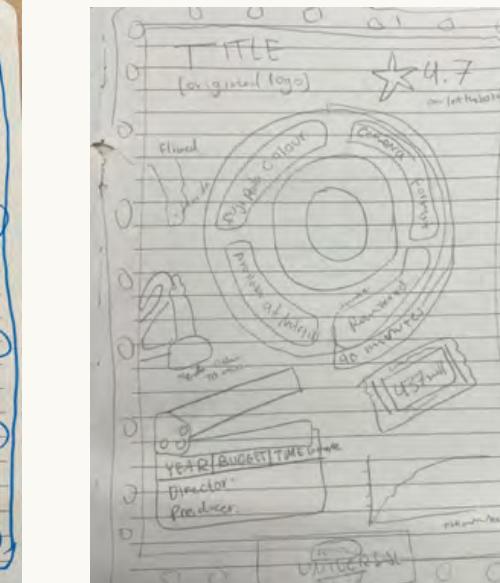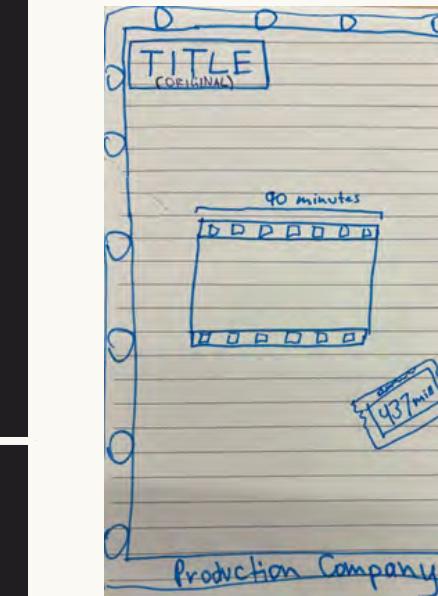
→ ## Illustrator template
Using our illustrator skills to create elevated designs

→ ## Set individual information
Each person uses the template and places their own information in it
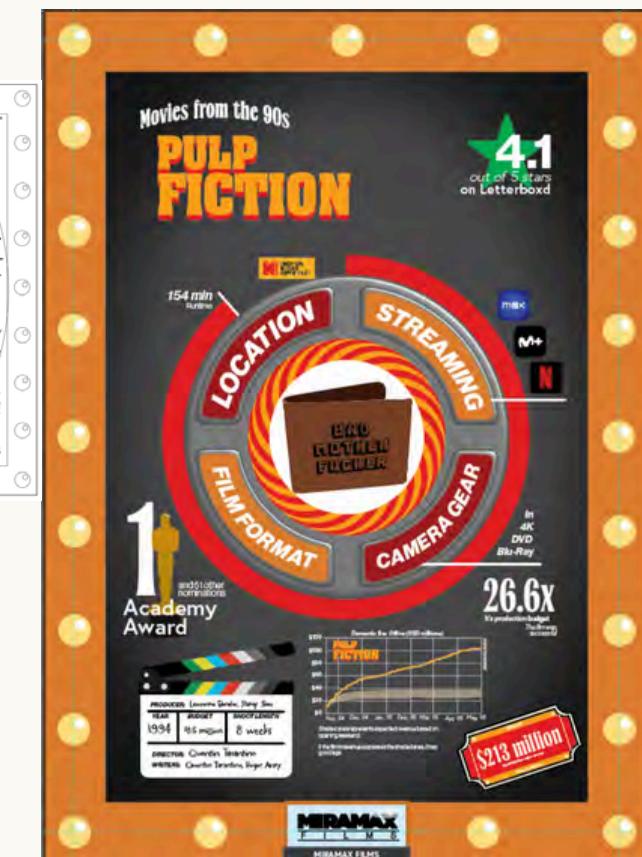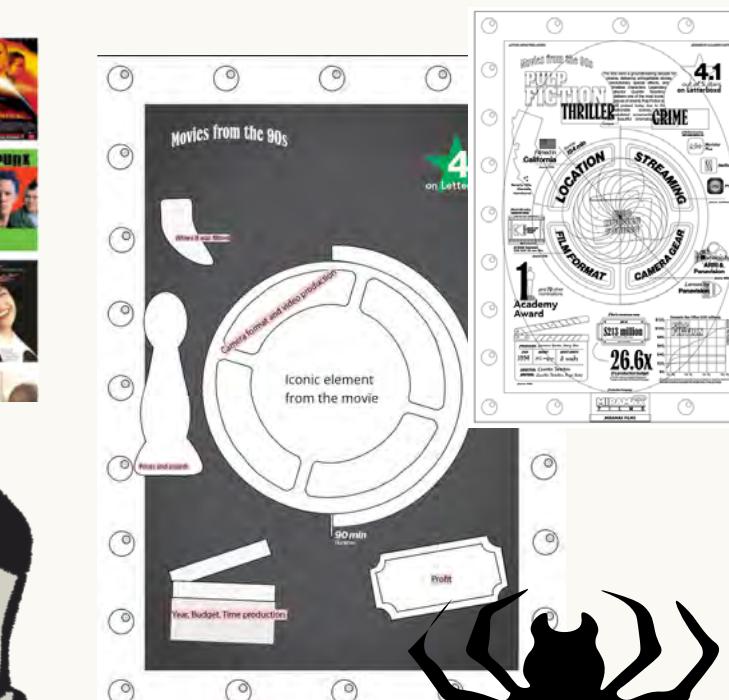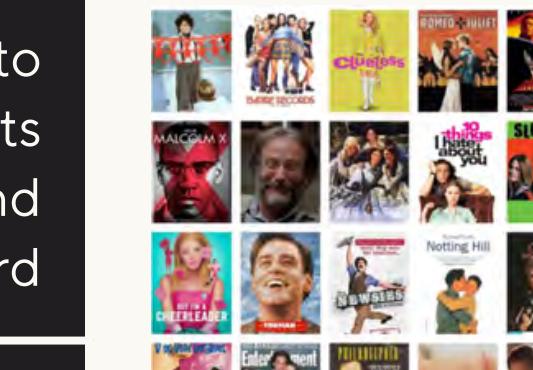
KIND OF INFOGRAPHIC
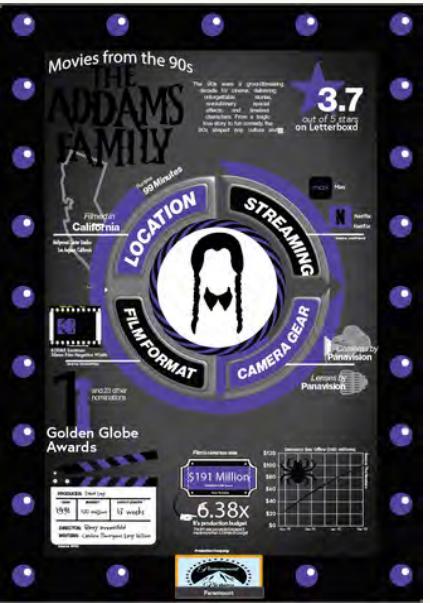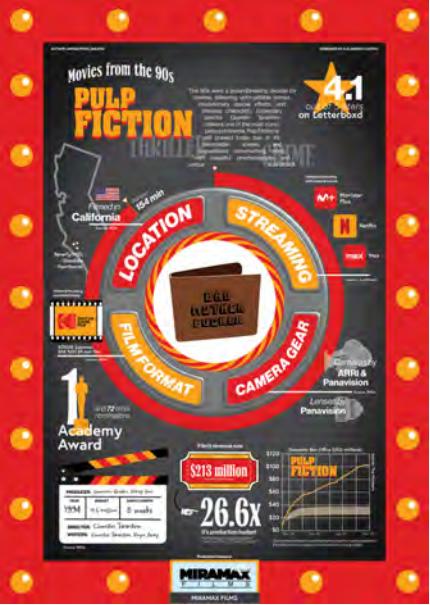
INFORMATIONAL INFOGRAPHIC

The simple meaning of an infographic is to tell a story, explain information through visual elements.

An informational infographic is a clear visual representation of data and information.

Goal: Make information easily understandable at a glance

To do this they lean on different elements like imagery, symbols, charts and diagrams.

Creating Visual Hierarchy

- Making elements bigger and with bolder colors to catch the attention

- Placement of the most important and identifiable elements

- Work around main elements as the wheel and with the same colors to create consistency
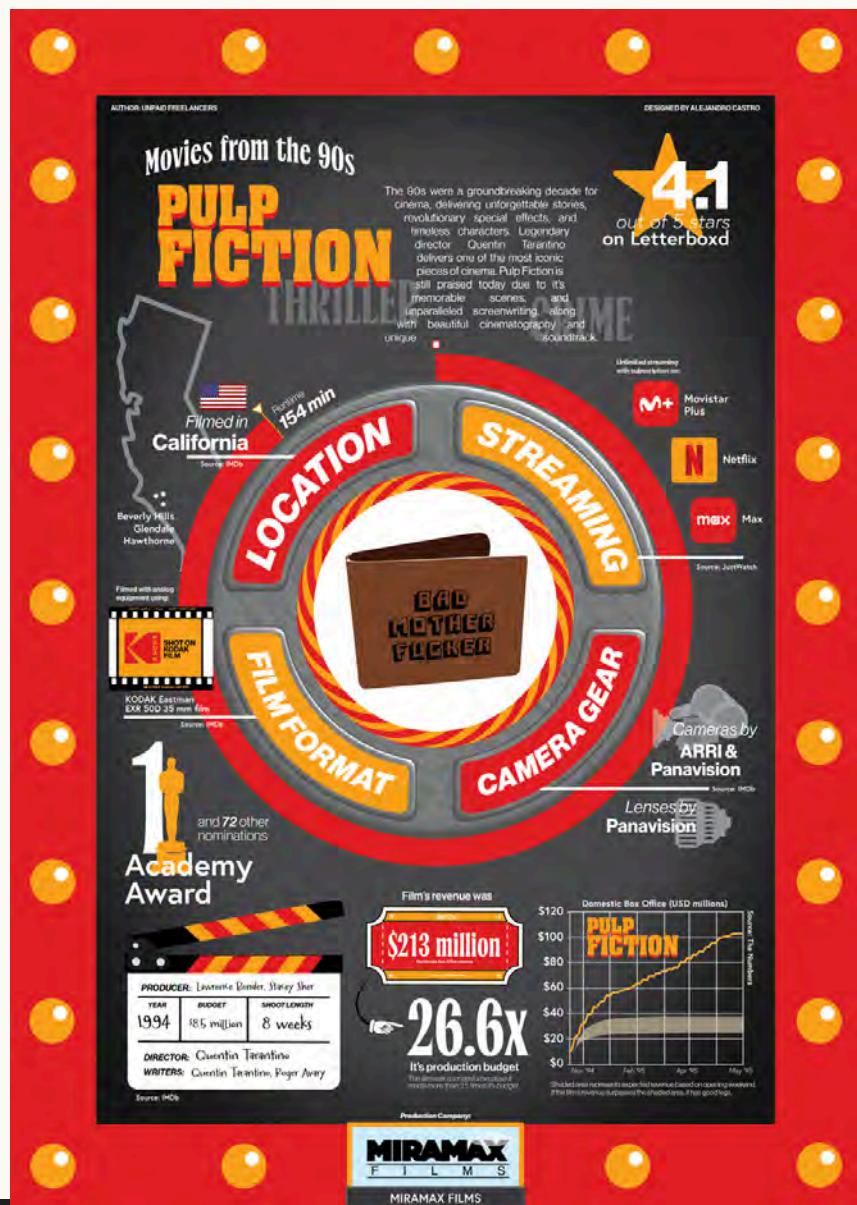
Balance Layout and Space

- Signal the information by providing arrows and lines in the corresponding direction

- Balance text and textual information, engaging with the reader and giving information.

- Avoid unnecessary empty spaces with the margins that unite all the design and resizing.

COMPOSITION IN OUR GRAPHICS

ANAHI ANDRADE

The Challenges, Solutions and Progress

Progress

I started my project by defining my color palette and decided on 3 main colors. Then I traced the logo with geometrical shapes and pathfinder. Later I started adding ideas to the template and changing information and colors. Finally I worked on sizes and overall visual composition of my infographic.

Challenges

1st. My computer crashed
2nd. Difficulties in illustrator

- Problems with layers
- Space and color coordination
- Materials or fonts not available

Solutions

-I started again and learned to always Ctrl+S
-Overall I learned new illustrator skills to solve all the problems. I also utilized more layers to have a better control of the elements.

NATALIA JAWORSKA

The Challenges, Solutions and Progress

Progress

I started my project by attempting to create the ship in Illustrator, as I think that that is the focal point of the infographic. I then collected all of my data, and after that was compeleted I focused on the visual aspect of the infographic. I selected the 3 main colours: navy blue, red and gold as they are the iconic colours of titanic

Challenges

- Materials and fonts unavailable
- Colour coordination
- Graph- I really wanted to make it look like an iceberg

Solutions

- I downloaded all the materials and fonts
- I decided to make a graph on weekend box office performance so that the data would vary largly instead of rapidly increasing as that would not look like an iceberg

ALEJANDRO CASTRO
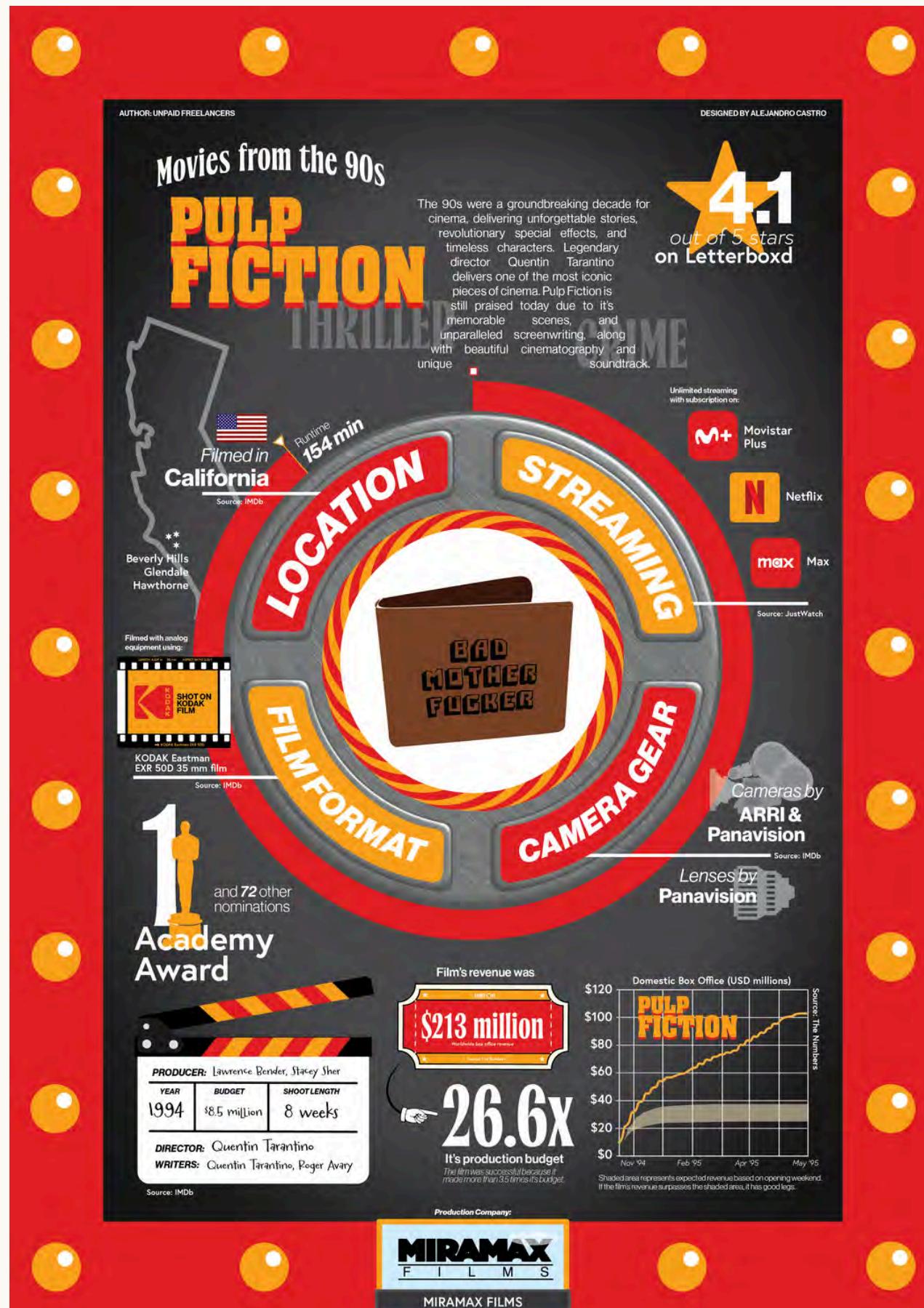
The Challenges, Solutions and Progress

Progress

I loved the concept since the moment it was conceived, I wanted to portray the exact same feeling I felt when I first watched the movie, I'm passionate about film, analog stuff. Many of the elements I incorporated were a wink to the past, but at the same time I connected it with the digital world, making these iconic pieces of film more approachable to the new generations. I want people to focus on the things that are often overlooked when discussing films (not all the spotlight goes to the actors!). This allows you to look at the process behind the films.

Challenges

- Struggled to find enough relevant data
- Space coordination
- Failed to apply more realistic elements

Solutions

- I tried to incorporate different kinds of data that are not necessarily statistical, but still interesting.
- I found the way to fit all my elements while still maintaining a consistent hierarchy and colour palette.
- Decided to apply minimalist icons and flat illustrations, it's more appealing that way.

(Infographic)

AUTHOR: UNPAID FREELANCERS   DESIGNED BY ALEJANDRO CASTRO

Movies from the 90s

PULP FICTION

THRILLER CRIME

The 90s were a groundbreaking decade for cinema, delivering unforgettable stories, revolutionary special effects, and timeless characters. Legendary director Quentin Tarantino delivers one of the most iconic pieces of cinema. Pulp Fiction is still praised today due to it's memorable scenes, and unparalleled screenwriting, along with beautiful cinematography and unique soundtrack.

4.1 out of 5 stars on Letterboxd

Filmed in **California**
Runtime **154 min**
Source: IMDb

Beverly Hills Glendale Hawthorne

Filmed with analog equipment using:
SHOT ON KODAK FILM
KODAK Eastman EXR 50D 35 mm film
Source: IMDb

LOCATION · **STREAMING** · **FILM FORMAT** · **CAMERA GEAR**

BAD MOTHER FUCKER

Unlimited streaming with subscription on:
Movistar Plus
Netflix
Max
Source: JustWatch

Cameras by **ARRI & Panavision**
Source: IMDb

Lenses by **Panavision**

1 Academy Award
and **72** other nominations

PRODUCER: Lawrence Bender, Stacey Sher

YEAR	BUDGET	SHOOT LENGTH
1994	$8.5 million	8 weeks

DIRECTOR: Quentin Tarantino
WRITERS: Quentin Tarantino, Roger Avary
Source: IMDb

Film's revenue was **$213 million**
Worldwide box office revenue

26.6x It's production budget
The film was successful because it made more than 35 times it's budget.

Domestic Box Office (USD millions)
Source: The Numbers
$120 $100 $80 $60 $40 $20 $0
Nov '94   Feb '95   Apr '95   May '95
Shaded area represents expected revenue based on opening weekend. If the films revenue surpasses the shaded area, it has good legs.

Production Company:
MIRAMAX FILMS
MIRAMAX FILMS

FRANZISKA MIESSGANG

The Challenges, Solutions and Progress

Progress

First, I chose a film to focus on. I decided on Bean because it features many iconic elements, such as his teddy bear and car, which I could incorporate into the poster. Next, I selected the color palette. This was straightforward since the movie uses only a few distinct colors. After that, I researched information and combined it with my icons. Finally, I adjusted the sizes and arrangements to create a cohesive and balanced overall design.

Challenges

- I struggled with designing elements like the teddy bear.
- It was challenging to make the posters look consistent with each other.

Solutions

- Searched online and experimented with designs.
- Met to compare, get feedback, and make changes.

# The Challenges, Solutions and Progress

Progress

I started by creating a moodboard about the film so I could see the aesthetic of the movie and choose the color palette accordingly. Then I collected all the data I was going to put in the infographic and saved all the sources in a separate file. I then traced the logo with the image tracing tool. Afterwards, my main focus were the graphics so that they represent the movie well. Finally I worked on aligning and detailing the whole infographic so it is more visually pleasant.

Challenges

- Fonts and materials unavailable
- At some point the infographic looked too packed
- I had some problems with my computer since it kept crashing

Solutions

- Downloaded the different fonts and materials
- Learned how to use image trace to make some designs more realistic
- Learned how to align the different objects in order for the poster to look better overall
- Had to change some colors of the typographies to make them more readable
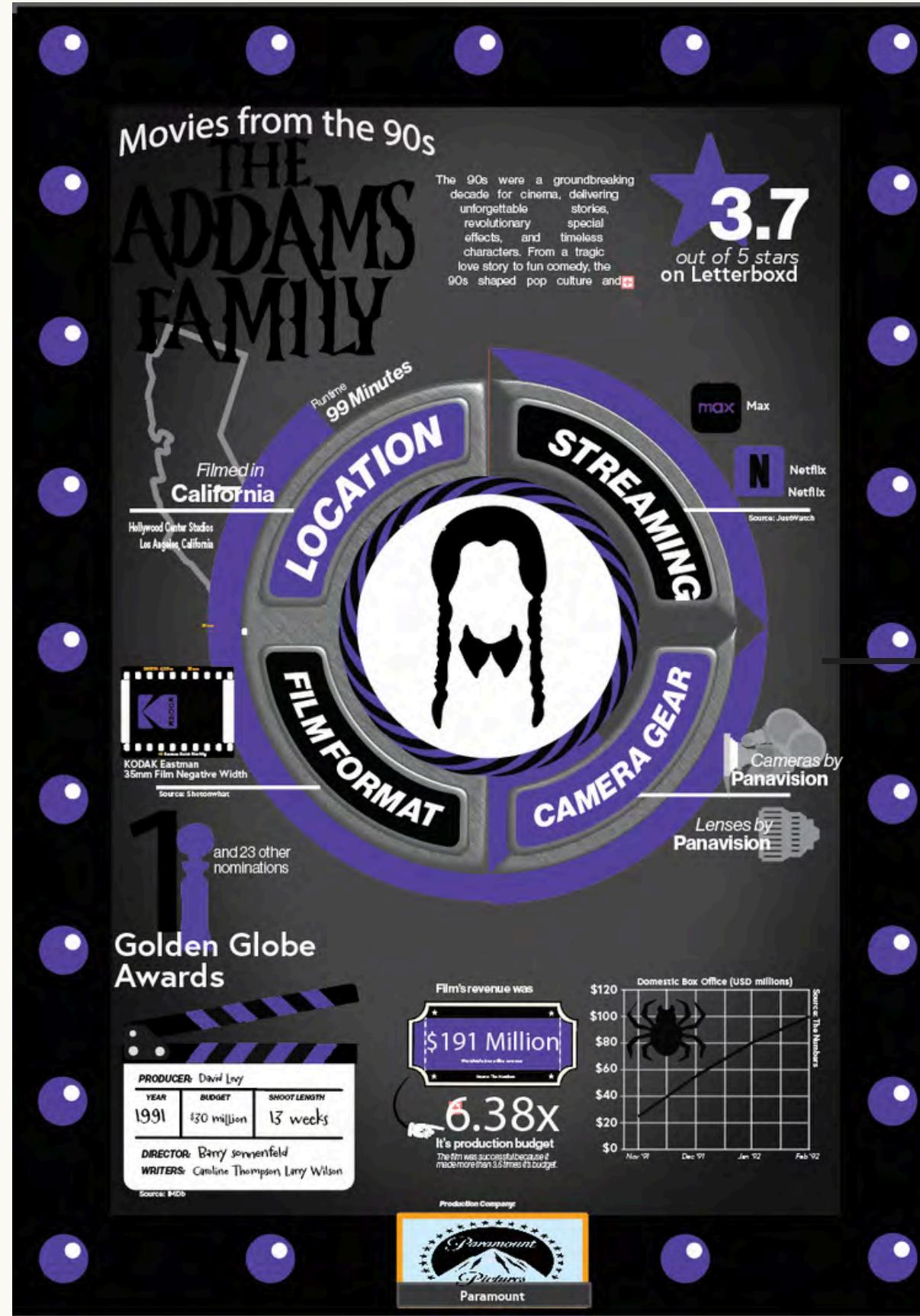
# The Challenges, Solutions and Progress

Progress

I started my brainstroming a list of movies from the 90s and the Addams family attracted me as it has a lot of spooky elements and colors that would be fun for this project. I then researched the color palletes, infamous symbols, and screening information. After I figured out the details of the movie, I started on the visual aspect by picking out what symbols and color palletes to use. Then, I started using the tracing tools to trace out harder elements, and tried to make some symbols by scratch while sticking to the main .

Solutions

- Looked at Tutorials on youtube to help and learned how to utilize the trace tool
- Unfortunately, I could not find a solution to fix it so I had to manually copy and paste the background from my classmates template and then copy all my elemtns on it as a new draft

Challenges

- Struggled with designing movie symbols
- Struggled to make the background the Materials

Colour Palettes

Clueless

TITANIC

BEAN

Addams Family
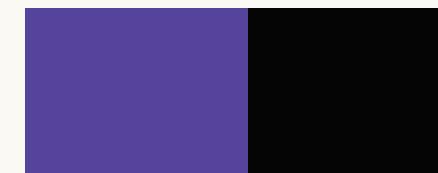
PULP FICTION

10 things I hate about you

Key Colours

Theory
- The colour palette needed to resemble the style and identity of each film individually, it's the main differentiator between each infographic.
- Colour allows to give hierarchy and to divide sections, as well to highlight important elements
- The colourways are representative and coherent in all of the infographics, allowing to develop a consistent visual language.

Typography Choice

Salo Bold —

Big numbers, Title
Highlights the most eye catching information. It holds a lot of character and works in reductions and in bigger sizes. Gives personality and identity.

Europa Bold ——

Good for supporting titles and section titles. It's a reliable, clean typography legible at reductions and at all weights, however, we did not vary the weight of this typography.

Neue Haas Grotesk Display Pro ——

Subtitle, descriptions, body text. This typography is a classic and reliable style that words well in all weights and is extremely legible. Allows us a wide range of ways to portray information

TRUST THE PROCESS