

Movie Poster

那些年, 我們一起追的女孩

IML 230 – Tina Shi



那些年, 我們一起追過的女孩

那些年, 我們一起追過的女孩 or *You Are the Apple of My Eye* is a 2011 Taiwanese coming-of-age romance film.

Based on a semi-autobiographical novel by director Giddens Ko, the film centers around a group of close friends that all have a crush on the star student of their high school class. The film starts actors Kai Ko and Michelle Chen as the main protagonists as the story follows the friends out of high school, into university, and beyond.

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Inspiration

For the posters, I took inspiration from the playful relaxed style of the original posters and combined it with a more risograph like texture and colour palette.

Looking at the originals, they convey a very carefree feeling, the coming-of-age theme comes through very well. The bright colour and handwritten font also contributes to this feeling.

With my posters, I wanted to keep this theme while giving it a graphic vintage feel as the movie is set in the 80s to 90s.



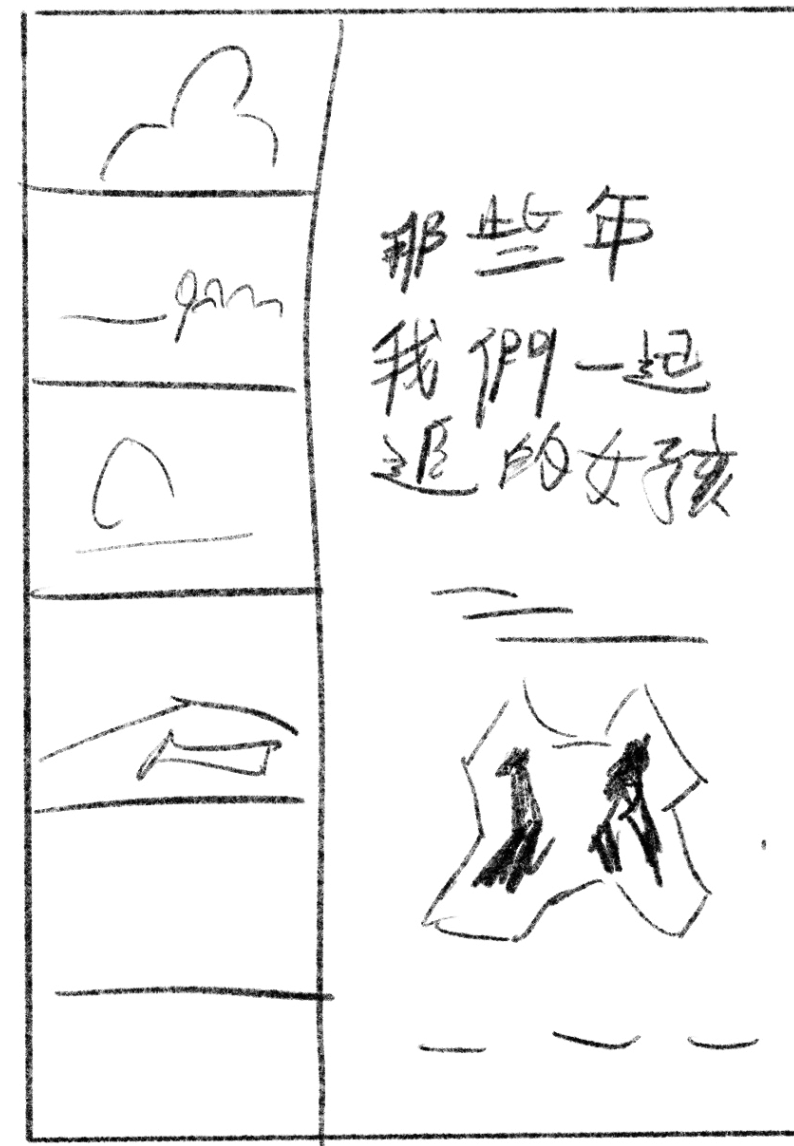
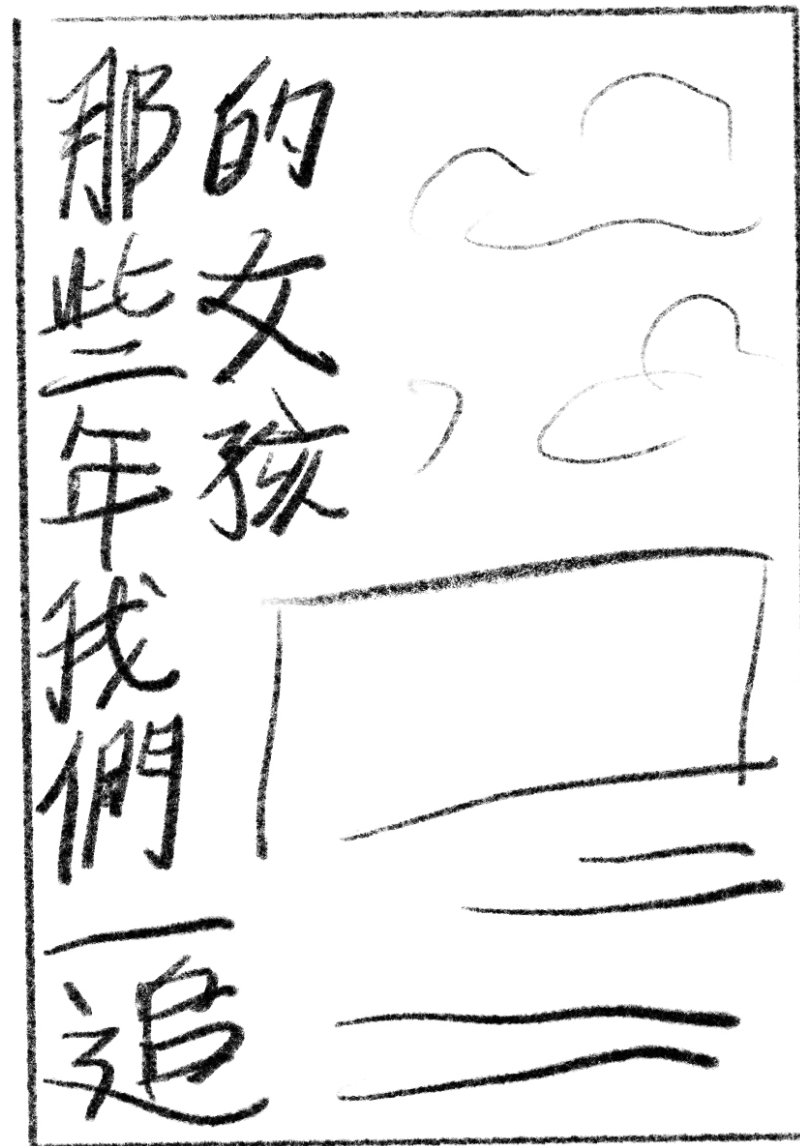
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Sketches



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Posters



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Where the first poster catches a view with colour and boldness, the second poster creates more intrigue towards the tone and theme of the film with the “classroom” feel.

Version 1



The first poster reflects more of graphic feel with the bold type font and the focus on typography.

I combined this with an iconic image from the original movie poster to balance out the strong type.



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Version 2



For the second, I opted for a casual tone that was inspired by the handwritten font of the original poster.

I thought a more subtle call to coming-of-age and high school would suit this well hence the addition of the chalk textures and paper cutout.



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In Situ



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Social Media



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