

Minimalist Movie Poster (document size: 19" x13", 150dpi)

This project involves taking an existing movie and creating a minimalist poster design advertising that movie, using the least amount of visual imagery as possible.

But what is minimalism?

Minimalism in visual art, generally referred to as "minimal art", "literalist art"^[4] and "ABC Art"^[5] emerged in New York in the early 1960s as new and older artists moved toward [geometric abstraction](#); exploring via painting in the cases of [Frank Stella](#), [Kenneth Noland](#), [Al Held](#), [Ellsworth Kelly](#), [Robert Ryman](#) and others; and sculpture in the works of various artists including [David Smith](#), [Anthony Caro](#), [Tony Smith](#), [Sol LeWitt](#), [Carl Andre](#), [Dan Flavin](#), [Donald Judd](#) and others.

Examples of minimalist art:



Your goal is to be able to visually communicate an advertisement for your movie with the least amount of information as possible. This may actually be more challenging than you think, because you will have to really consider negative space, composition, balance and of course, minimalism.

To start your project, pick an icon or symbol from the movie you are choosing to visually represent the movie. For example, a pair of aviator sunglasses from *Top Gun*, or two paint cans from *Home Alone*. Whatever symbol or icon you choose, make it as basic as possible... it could even just be a silhouette, like the bench in *Forrest Gump* (shown below).

