



Blog #5 Practicum Creative Brief: Hue and Artist Statement

- Introduce your medium
The medium for my movie poster based of the film Alien by Ridley Scott, is digital graphic illustration/design
- What drives your work? What themes, concepts, or ideas do you explore?
What drives my work, in this case would have to be film. When I saw that I could make a movie poster I couldn't pass it up. As for the themes, concepts, and ideas I like to use and mix of cold and dark themes to the piece by adding darker and colder colors like blues, greens, and black. These colors add an eerie unknown feeling to the piece. I love to take already exciting concepts and expand upon them or make them into something different, like movie posters, or trailer edits. That is what drives my work in art and this piece.
- What do you hope to communicate to your audience?
For this piece I wanted to communicate a sense of worrying mystery and unavoidable dread. By stripping the imagery down to a shadowed silhouette and a glowing creature, it signals a "less is more" approach to horror, by suggesting that the most terrifying threats are the ones lurking just out of sight. The cold, clinical color palette and the sharp green "scan line" I added further establish a high-tech, claustrophobic sci-fi setting where an unknown primal predator could be after you.

- Describe how you create your work.
When creating my work, specifically in this case, I wanted to pay homage to Ridley Scott's original poster with only a "Xenomorph" egg on the poster with a black space backdrop. This poster is one of my favorites from any film ever, so I wanted to recreate it in my own way. I kept the egg from the original poster and made it smaller, but added the actual xenomorph head in the backdrop above it for extra context of the film. I then added a green scan line in the middle for extra sci-fi feel and then added Ridley Scott's name at the top, just like the original.
- Mention techniques, materials, or tools you used and why they are significant.
To get this look I used digital illustration software like Photoshop and Canva to create clean shapes that pop against the dark background. Instead of drawing every detail, the focus is on silhouettes and glow effects to make the alien and the egg feel mysterious and extra-terrestrial. Adding a layer of digital grain is a key trick here because it makes the flat colors look more like a gritty, old-school movie screen rather than a shiny computer graphic (to better fit the film's release date, late 70s). These tools are important because they let you play with bright neon greens against deep shadows, perfectly capturing that spooky, "lost in space" feeling.
- Include details about how your process aligns with your vision.
My process aligns with my vision because, in a digital world, it is very easy and accessible to get inspiration from existing work. I'm not saying to steal other people's work, but I'm saying that my vision of wanting to recreate a movie poster, was made much easier and aligned perfectly with my digital process of getting the project completed.
- Discuss major influences on our work, such as other artists, movements, life experiences, or cultural contexts.
The design is inspired by the Minimalist Movie Poster movement, which focuses on simple, bold symbols instead of busy photos to capture a film's overall soul. The poster draws from the industrial sci-fi style of the late 1970s, using "computer terminal" greens and dark teals to make the viewer feel the cold, mechanical isolation of space travel. By taking away everything but the alien's silhouette and a glowing egg, the poster relies on the "less is more" approach to trigger a universal fear of the unknown. This style is significant because it shifts the focus from the actors to the biological threat that's lurking in the shadows.

- How do you hope your audience will experience or interpret your work?
I hope they experience it and interpret the work the way I did when I first saw the original Alien poster that this is based off. I hope they experience a sense of dread and worry but also curiosity and wonder, due to the aliens' unknown features and origin.
- What emotions or thoughts do you aim to evoke?
The same answer as before ^^^, a sense of dread and worry but with curiosity and wonder. I want the viewer to be scared and curious enough at the same time to want to see the film more and more. This is what happened to me the first time I saw the original poster and I hope this one evokes the same feeling.
- Describe your current focus or any recent projects.
My current focus is to getting better at recognizing certain still unfamiliar words, like hue or medium. At first, I did not know what these meant but I'm getting better.
- Share what you aspire to achieve with your art in the future.
I aspire just to get better with each thing I make. I'm a video editor, and my one rule is that every edit has to be better than my last one, I never let myself half-ass it. So, that is what I aspire to do with art as well, get better or learn something every new project.