

James Williams – Graphics Designer

Sent Items

ITY IN THE VMUNI 

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Hi there,

I hope you don't mind but I got your email off Jessica, she told me that you are a graphic designer and I think you might be interested in my documentary. I am a third year media production student, For my FMP I am creating a documentary about an extraordinary community worker and his families history in community work. It is also about the representation of my area as my area has a bad stigma attached to it. I wanted to see if you was interested in making a logo for me.

I have come up with some ideas. Please find attached the logo. I like the placement of the letters but but I don't really know what to do with background, I feel as though it is a bit plain. I wanted to incorporate the colour yellow in the writing and maybe some buildings behind it but I am not sure how to do this. If you can send me samples, I would really appreciate this. You can change the placement and you have creative freedom to change anything really.


Kind Regards
Anita Kaur

Hey Anita

Sounds like an interesting project! Is it a logo that you need creating for the documentary or a poster to advertise it?

Thanks
James

...

 **Anita Kaur** 👤 | ▼
Sat 11/03, 02:18

Hi **James**

If you could do both that would be great but I guess the logo is more important, but If you can create a poster for it too that would be awesome. Let me know what you think

Regards
Anita

...

Hey Anita

Yeah sure I'll do them both for you, it will be displayed as part of my FMP degree show too if thats ok with you?

Can you give me anymore details on the documentary location, main subject and anything else that you think I may find useful to help me create the poster?

Also, when does this all need to be done by for you?

Thanks again

James



Anita Kaur

Mon 13/03, 02:02



Hi James,

Yeah that would be fine. Okay so the documentary will be about handsworth which is a small urban neighbourhood not to far from the city centre in Birmingham, It has a negative stigma attached to it as people regard it as a rough area as lots of violence happens. What I am trying to show is that Handsworth is not bad at all, I want to challenge this negative stereotype by showing the good in the area. This is where the community worker comes in. He has won a MBE for his community work and his family has a history of serving the community. He is a outgoing character and he is always optimistic. This is why I think that the colour yellow should be used in the logo...to represent him as person. For the poster I am thinking of two sides. buildings in the background but its split into two , one is black and white and the other side is in colour, Hector (the community worker) will probably be in the middle. I will take a photo of him today and ill send the picture over to you! These are just some ideas, you obviously have creative control to change anything. I would like this done as soon as possible.

Regards

Anita Kaur

Cheers Anita, I will email you the ideas I've been working on when i'm back

Thanks again

James



Anita Kaur

Fri 17/03, 02:41



That's great. Here are some pictures of the main character. See if you can incorporate them into the poster. I like the 1st and 2nd one the best but you can experiment.. You can take out the background and create a new one. Its up to you really.

Thank you 😊



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Hey Anita

These photos are great and will be a big help!
Started having a go at some VERY rough ideas for what the poster could look like, thought id send you the 2 ideas I like to see what you think.
Bear in mind these are rough ideas that are far from finished with no colour yet, I should hopefully have it all finished by Friday for you.
I was also wondering, are you having any other text on the poster? such as quotes or "A Film By Anita Kaur"?


Thanks




James

...

ROUGH IDEAS



 Anita Kaur
Sun 02/04, 05:31

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Hi **James**,

These are great but I feel as though the main character needs to be on the poster...You no longer need to create the logo, a lot of people have been complementing the one I already have so I decided to keep this but in terms of poster, I think a picture of him would be good, also if you add some buildings in the background that would be good (but maybe use the cartoon effect on the buildings and have him facing them (The picture where his back is faced to the camera..... So if you could make a poster with this logo (find it attached) I have been using the one with the yellow background so try to incorporate this into the poster. Yeah "A film by Anita Kaur would be good.

Regards
Anita Kaur

We then met up to talk about the idea further

AK Anita Kaur
Mon 03/04, 11:57




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Hi **James**,

Here are the pictures we discussed about this morning.

- If you can make a couple of versions, one with just the background? One as a film poster, one as the film cover, only do this if you have the time, otherwise just the film cover will be great
- Change the background, make it transparent, or colourful, clean cartoon, of buildings. I have attached the picture that I want it to be based off
- In terms of font, play around with it but make it neat and try and keep it in the same format if you can.
- At the bottom of the film cover could you please put this..

AKAUR PRODUCTIONS PRESENTS A FILM BY ANITA KAUR "UNITY IN THE COMMUNITY" DIRECTED BY ANITA KAUR **James**



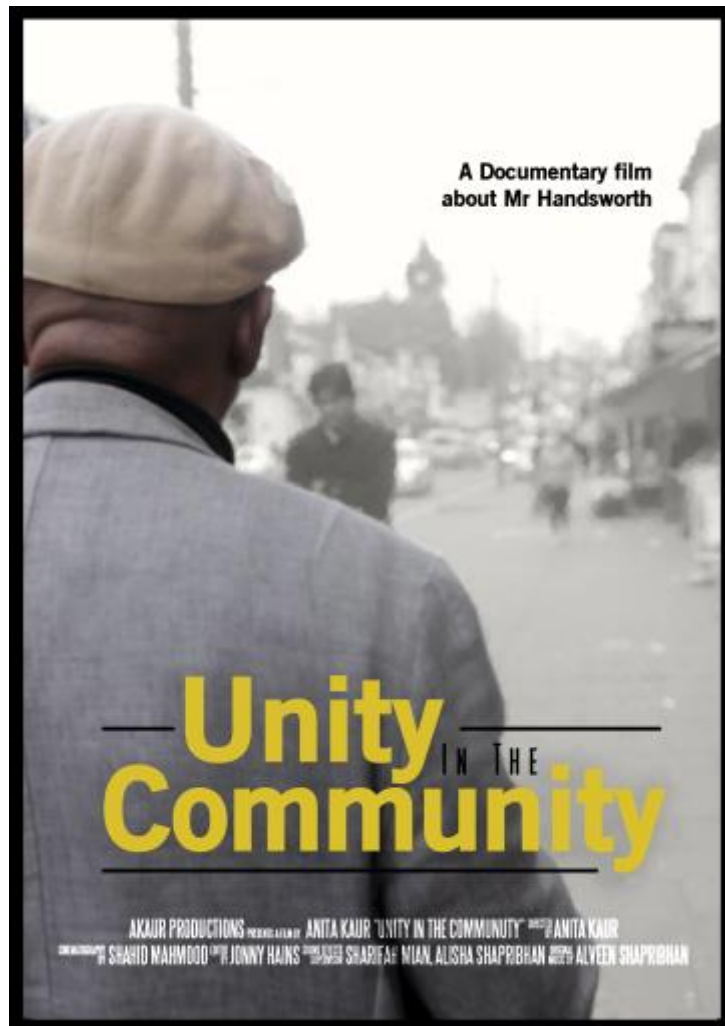
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Hey Anita

I've put together a poster like how you wanted, I've done the best I can with the photos you sent me and went with the one that best suited the film. The photo is a bit blurry but I cant do anything about that but if you have a better quality one to replace it then feel free to send it to me.

Thanks
James

FINAL POSTER AND LOGO



Unity IN THE
Community
