

LIFE JUST IS

A competition to promote international collaboration, independent arts, design and feature film, Life Just Is. Here are the entries.

About

Life Just Is, is written and directed by Alex Barrett and stars Will de Meo, Jack Gordon, Nathaniel Martello-White, Fiona Ryan, Jayne Wisener, and Paul Nicholls. It was shot in London in late 2010 and during post-production, the poster design competition was born. A micro-budget film, Life Just Is has relied on collaboration, social media and the support of wonderful fans. The film centres around five graduates trying to navigate life after uni, so in keeping with this theme, graduates and students were encouraged to submit their design for the film's lead poster and let the fans decide what would best represent the film. This would provide a great opportunity for someone starting out in a career in design, while raising the profile of the film.

Director's Notes

When Justine (social media marketing on LJ) first suggested the idea of running this competition, my immediate reaction fell somewhere between extreme excitement and unqualified terror. Excitement, because it felt like a great way to get people creatively involved with our project, and terror because, well, I had no idea what the response would be like in terms of either quantity or, more to the point, quality.

Luckily for me, the first of these fears was banished pretty soon after the competition was launched, as a large wave of initial entry forms

came flooding in. Even more luckily for me, the second of these fears vanished as soon as the first designs arrived: the quality of the submissions was excellent, right from the outset.

I remember saying to my producer, Tom, that the competition would be worthwhile if we had 10 good entries. Never in my wildest imagination did I expect we would end up with over 100 entries, or that the quality would be so consistently high across them all.

One of the most interesting aspects of the competition (at least for me) has been seeing the variety of interpretations and responses to the brief that the applicants have had.



As the writer and director of *Life Just Is*, it's been incredible for me to see the world of the film explored in so many different, and intriguing, ways. I believe that the imagination and creativity on display in the designs is truly inspiring, and I hope that, looking through this ebook, you will agree with me.

- Alex Barrett,
London, 25th February 2011



The winning design by Soledad del Real

Soledad del Real was born and raised in Buenos Aires, Argentina, where she developed her passion for the arts. She came to the United States with her family in 2000, in hopes of having more opportunities to peruse what she loves.

Currently attending Florida Atlantic University, Soledad continues studying for her BFA in Graphic Design. She is especially drawn to play with various color combinations in her designs, as well as linear components.

Due to her background in painting, she has a keen eye for compositions and arrangements. Her intentions in all her work are to draw the viewer in with elements that guide the eye in a flowing motion through out.

She exhibits her work all around South Florida and has been selected to show in several FAU Juried Shows. She has also assisted Rick Valicenti in his exhibition at FAU, which was a great inspiration to her.

Soledad aspires to continue with her studies and receive her Master's Degree. In the future, she sees herself working for an emerging graphic design firm, much like Thrist, along side other aspiring designers.

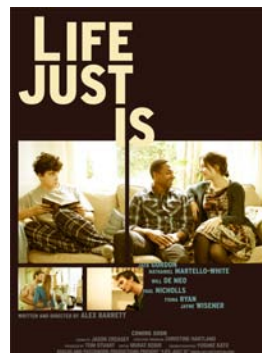
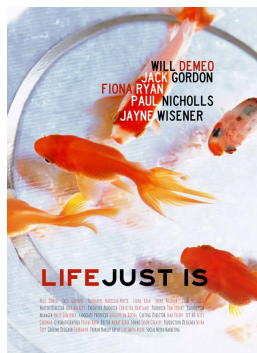
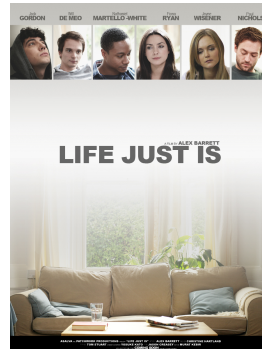
"After reading the synopsis for Life Just Is, I felt great connection to the problems these students were facing. At this stage in our lives, we are being so mediated to what we should be doing and how we should be reacting to these obstacles put in our way.

I wanted to portray that by my use of linear break up, which guide you like a maze around the poster and also show the complications between the characters.

Additionally, I simply wanted to showcase the three central story lines and to include all six of the main characters, and I was able to do that by choosing these three particular images".

The Shortlist

Out of the many entries we received, a panel of industry experts plus the fans of Life Just Is selected their shortlist via voting on the Facebook Page.





Suzanna Kagi

Hi, I'm Suzanna. At 22 I still don't know what I want to be when I grow up. Right now I'm studying FdA Visual Communication at the Arts University College in Bournemouth.

It's the perfect course for the indecisive mind, covering everything "design" from illustration to motion graphics. Most of what I do is screen-based. I currently enjoy making vector illustrations and infographics, and recently doodling with the graphics tablet I got for Christmas!

The great thing about being indecisive is I'm always trying out new things- designing a film poster was a bit of a first for me. The competition has been a great experience for me, and being short-listed was an unexpected surprise!

My design was mainly inspired by the images themselves. I wanted to give the viewer a preview of the different moods in the film, and I just thought this would be a great way to present it! There's light and dark, smiles and frowns, and a big blue fish...



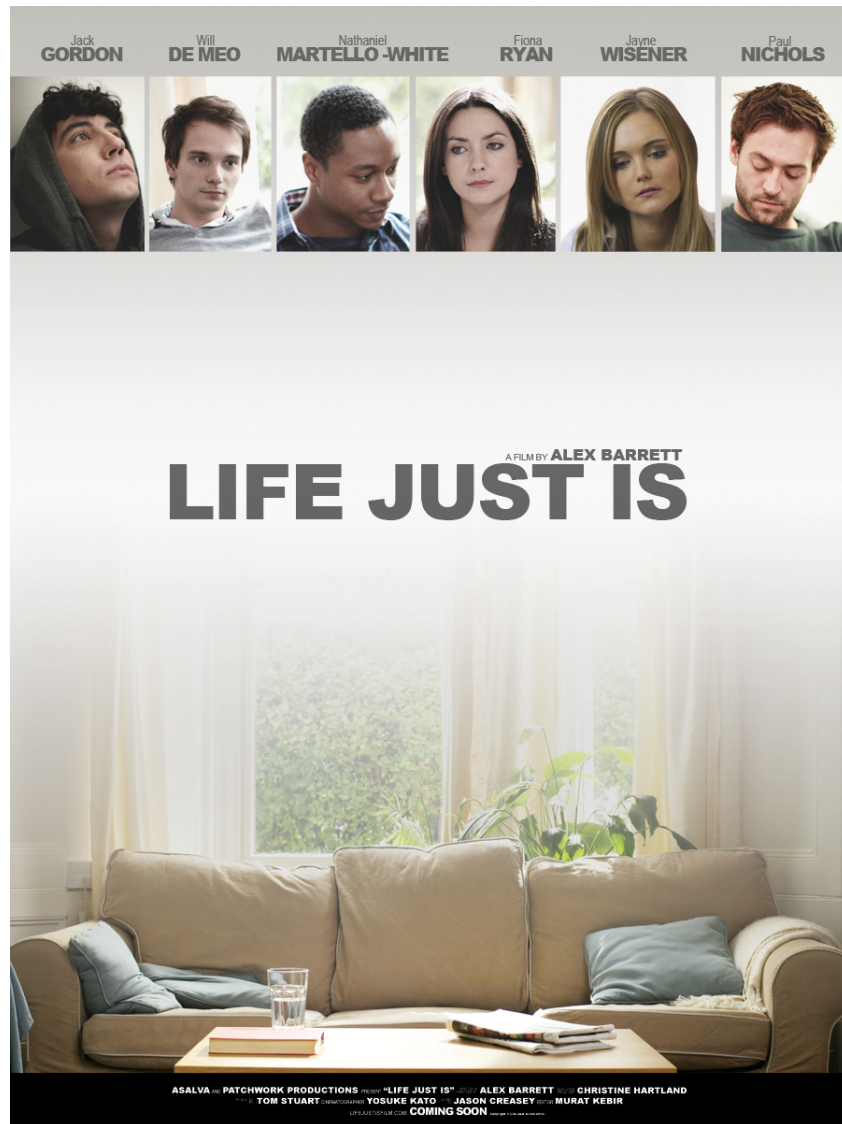
Gerard Byrne

Originally from Ireland I spent some time travelling before settling in London where I began my studies at London College of Communication in 2004. Since graduating in 2010 with a BA in Graphic and Media Design I've developed a strong interest in branding. My aim is to join a reputable agency and develop my skills further.

My work is thought provoking where possible. In an ideal world it would be great to tackle ethical issues and use my education to push peoples buttons and draw attention to certain topics. I fully intend to pursue this direction along with the commercial line I wish to follow. To balance the scale so to speak.

For the "Life Just Is" poster competition I decided to concentrate on the characters in an intimate interpretation of the films synopsis. My decision to use both black and white along with colour came from the situations life throws at you which can be confusing, frustrating and joyous all at once. I used close-ups of the actor's eyes to portray emotion and to invite the viewer into the lives of the films characters. I wish the film every success.

Some of my work can be viewed online via my website at www.gerardbyrne.co.uk



James Gan

My name is James Matthew Gan and I am a senior student at Florida Atlantic University taking a dual major in both computer animation (digital compositing) and graphic design. I have always known that I want to be a part of either the art or the film industry; I am always fond of illustrating, designing and producing my own videos.

As for my style of work, I am greatly influenced by science fictional shows such as the Stargate series, Dr. Who, Firefly and such. Someday I hope to produce my own show the audience would love and be placed in the ranks of the shows mentioned. I have been hard at work in school, taking courses that would help me in my career. I am hopeful that the crazy imaginations of my younger self would be fulfilled in the upcoming future.

After reading the short synopsis, what seemed to be important for the movie was the people's relationships with each other and searching for an answers to what life is.

In a technical aspect, it was mentioned that the film focuses on the relationship of both form and content. Designing the poster, I kept all of these things in mind. I felt that it was necessary to place the characters on the poster since they are a crucial part of the movie. The living room photo seemed to be a fitting background for the poster since it becomes an entity itself where the cast exist in and deal with their problems and with each other. The final design for the poster is a balance of these two main ideas.

Computer Animation Blog: jganproductions.blogspot.com

2d Artworks Blog: jgan777.blogspot.com



LIFE JUST IS

ASALVA and Patwork Productions Present, "Life Just Is" Writer/Director: Alex Barrett Producer: Tom Stuart Executive Producer: Christine Hartland
Will De Meo Jack Gordon Nathaniel Martello-White Fiona Ryan Jayne Wisener Paul Nicholls Cinematographer: Yusuke Kato Sound: Jason Creasey Editor: Mural Kebab
www.lifejustisfilm.com
Coming Soon



Andrew Santoro

I attribute much of my collegiate success to my homeschooling background. The intense coursework prepared me for my studies and gave me the work ethic necessary to complete my most recent projects. I am presently studying at Florida Atlantic University and am taking Typography with Professor Eric Landes.

With my work, I tend to favor a minimalist approach. Simple structure, nice typographic handling and a lack of clutter are what I normally strive for. The simplicity of the design tends to lend itself to a better conveyed message. If the viewer becomes too distracted with a cluttered and overly complicated design, then the message is often times lost.

Upon graduation, I plan on starting a design firm along with a friend and fellow design student. After gaining several years of work experience, I would like to earn my Master's degree and eventually teach design at a nearby university.

With my first poster, I wanted to convey how the group split apart after their friend's death, then eventually found their way back to each other. I chose photos that had only one or two of the main characters in them, with the group photo being at the bottom right. This showed each character's emotional isolation and their journey back to the stability of the group. The character that seemed to have the hardest time with the death, Pete, is in the upper right corner. David, who is the assumed dead friend, is on the bottom left. He is close to the final image because his death was the catalyst that began all of their emotional journeys.

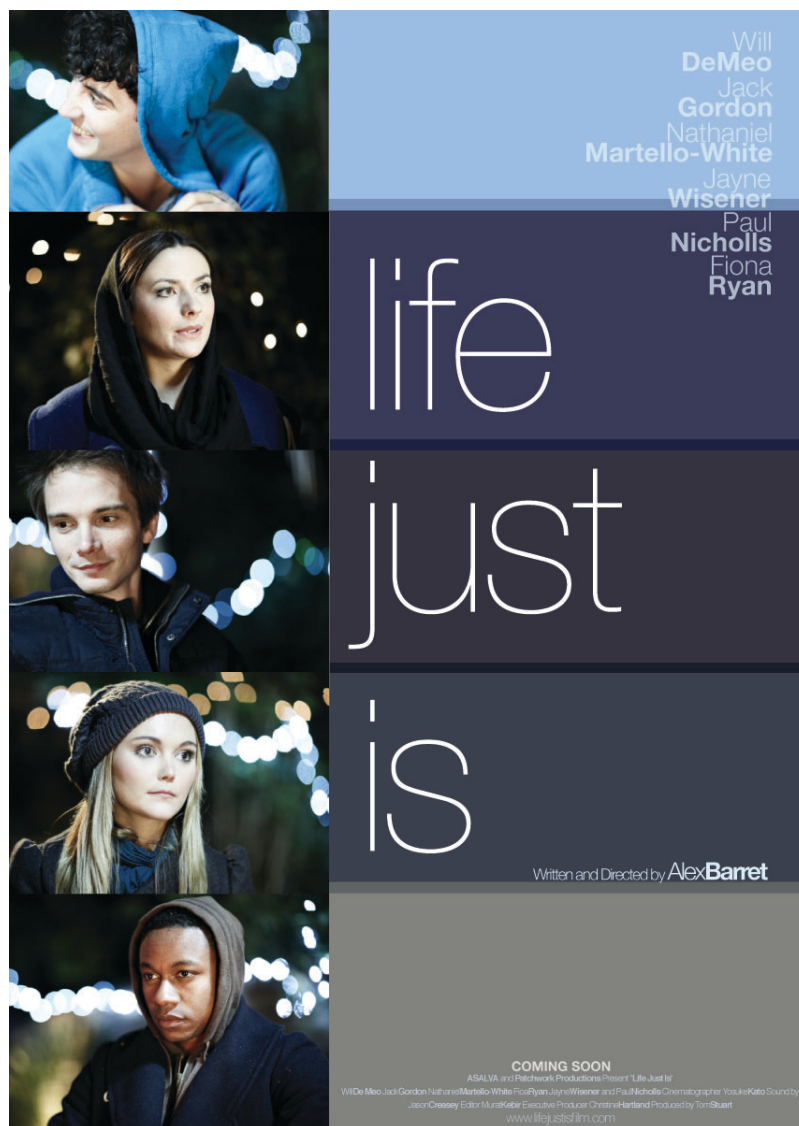
I also used those particular images, as well as their placement on the page, to guide the viewer's eye. The movement of the viewer's eye is guided by the direction of each character's gaze. This directional force is further emphasized by the white gridlines that move the eye in a zig-zag pattern down the poster. The final image shows the conclusion, with the friends around a campfire, changed but unscathed.

In my second design, I wanted to evoke the same emotional response (mourning the friend's passing, each character's individual journey, coming to terms) without being as literal. The empty chair and discarded TV dinner are meant to show the emptiness left by the friend's death. The grim message is balanced by the overall cheery colors of the image itself and the quiet feel of the type along the sides. The light blue of the text gives contrast without disrupting that serenity. While not as literal, I believe that this poster gives the viewer a better idea at the emotional intensity that each character must have been feeling. It is not so much about the end result of the emotional journey, as my first poster is, but about the actual journey itself.

www.andrewsantoro.tumblr.com

www.andrewsantoro.com

www.coolkidsdesign.com



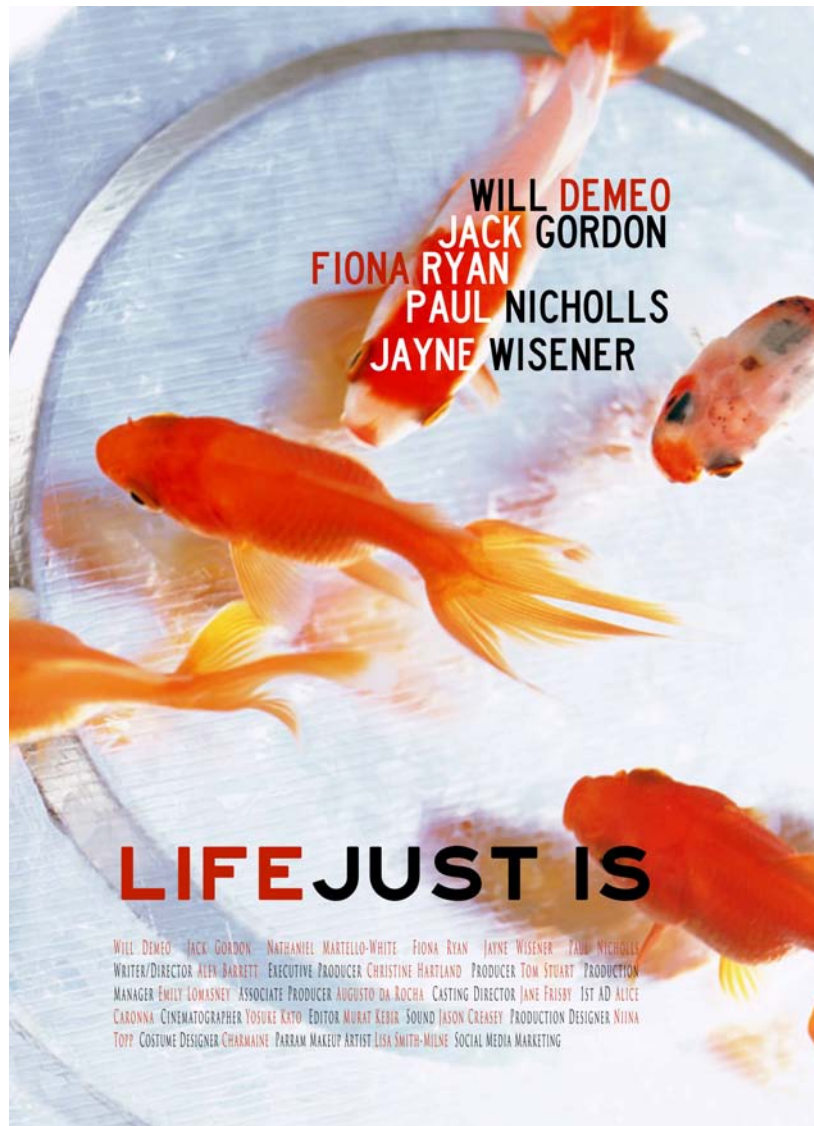
Sofia Gonzalez

I am a student at Florida Atlantic University, with a Bachelors in Fine Arts and a Minor in Communication. I am currently enrolled in three different classes: Typography, Digital Photography II and International Communication.

Generally my work could be define as simple and modern. I like to work with complementary colors and lines. I tend to always have a meaning behind my design like for example I try to think of colors and objects that catches the viewer and takes to a place that will enhance the experience of the design. I have never been attracted to abstract design but lately it has caught my attention and I have recently started to work more with shapes and angles. I am extremely interested in creating layouts, recently I've gotten really into movie posters and magazine layouts. And its something I like to pursue in the future.

My aspirations for the future are of course to graduate from college and hopefully go to a Grad School up north america like in New York or Boston. After that I aspire to get a well payed job in a firm that will allow me to grow as a graphic design and enhance my designing abilities. In the long run, I'd like to have my own designing firm or even my own magazine. However, I will always design, no matter what the circumstances are.

I'd like to honestly than everyone that has been part of this contest, it really has open my eyes to my potential and I will never than you guys enough. This is a great way for us, potential/young designers to get a feel of the workforce and begin our careers. I wish you all the best of luck with the production of this film, looking forward to seeing it.

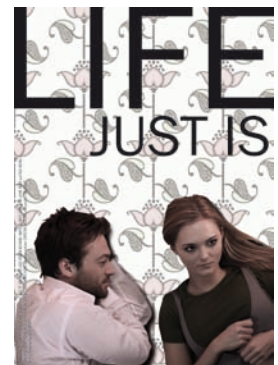
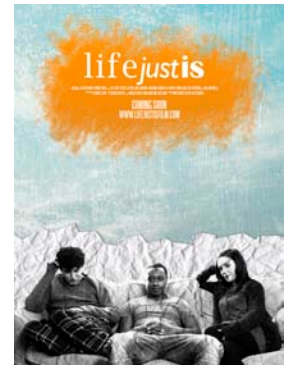


Nassim Bahloul

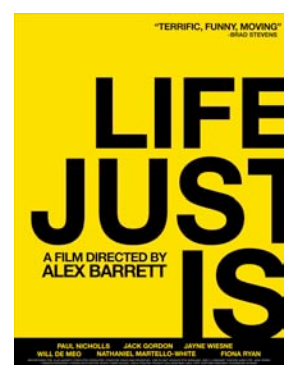
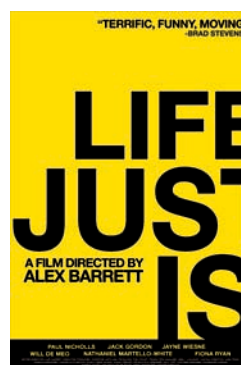
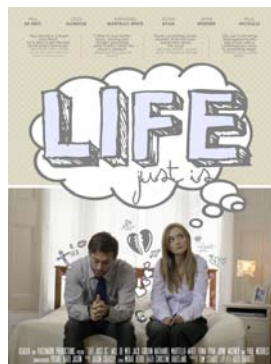


Roberto Pujol

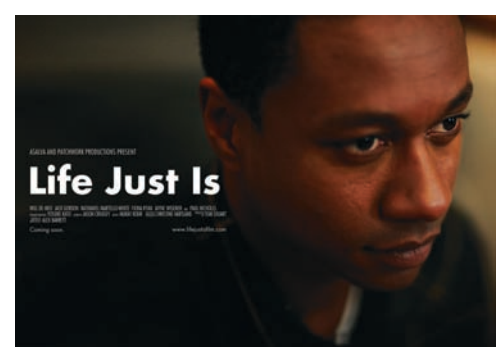
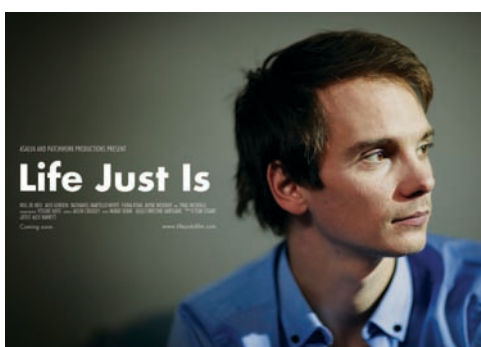
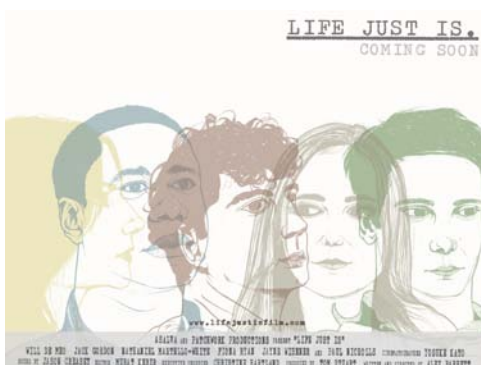
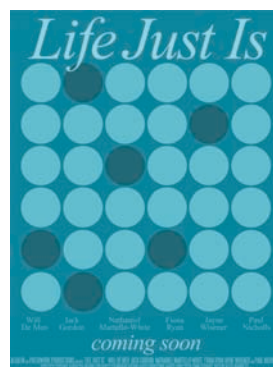
The Complete Entry List



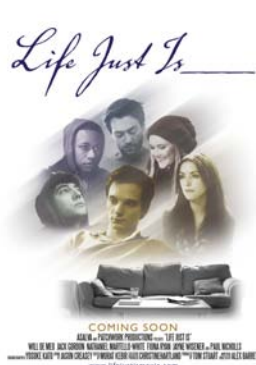
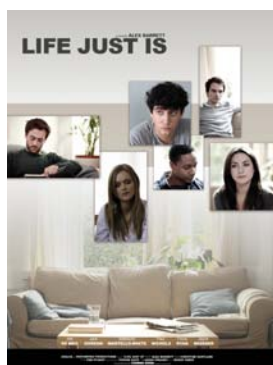
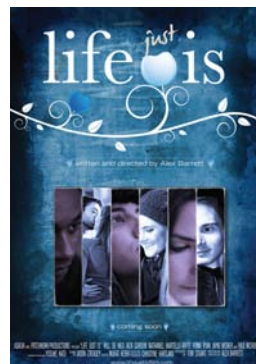
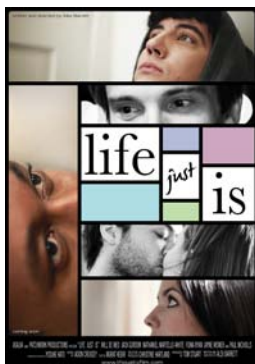
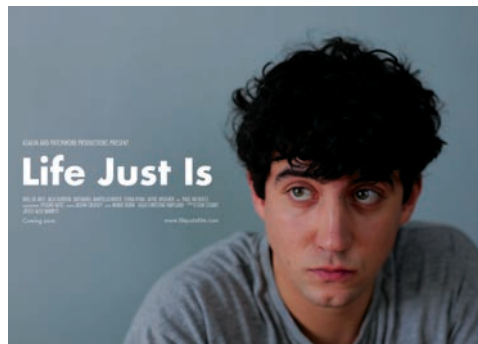
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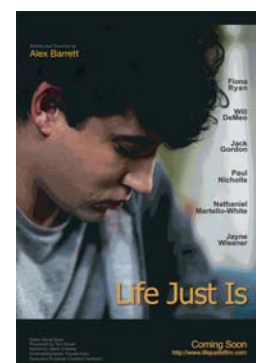
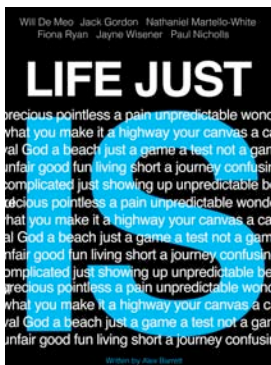
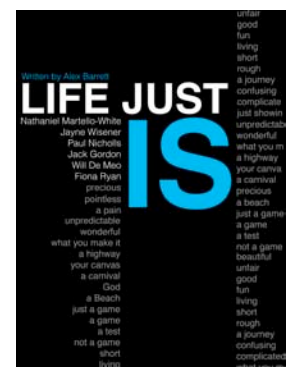
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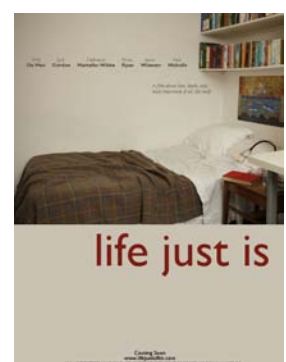
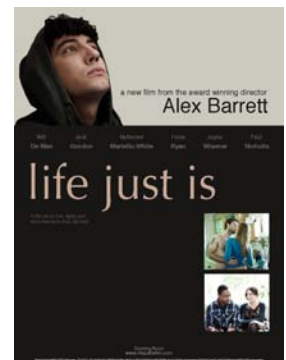
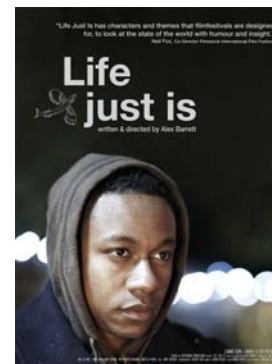
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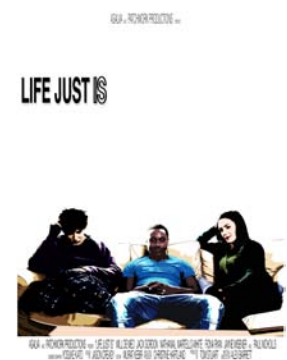
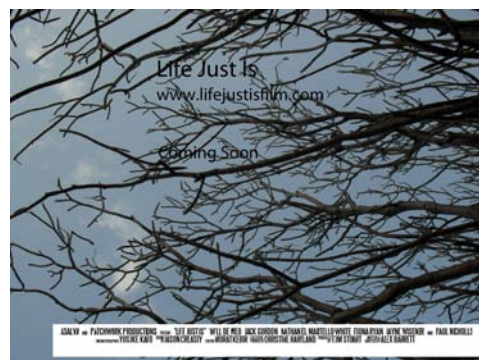
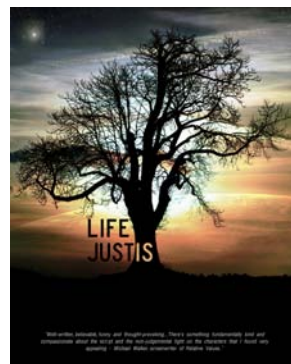
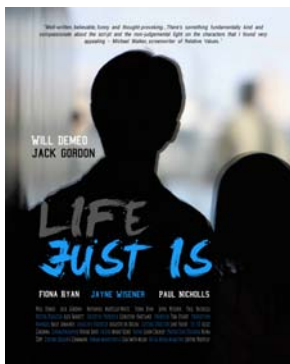
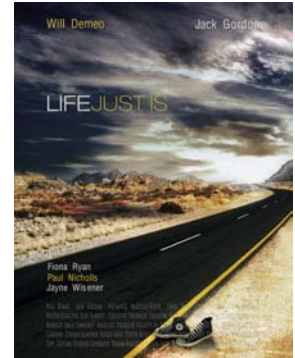
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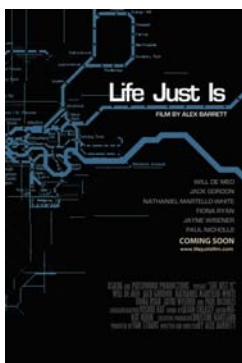
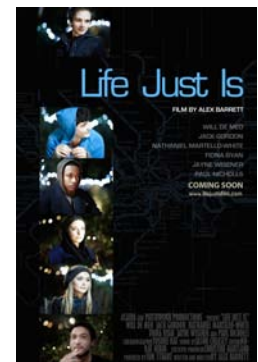
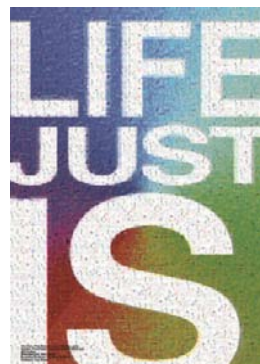
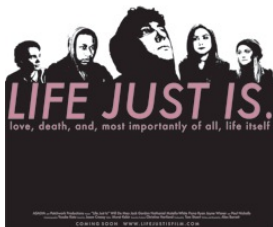
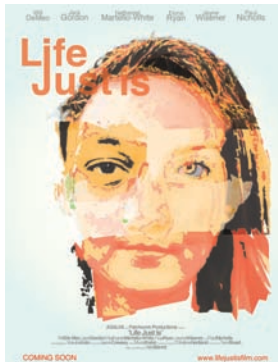
The Complete Entry List



The Complete Entry List



The Complete Entry List



Thank you to everyone who participated...

Adam Jone
Adirenne Janes
Ana Mara Solatre
Andrew Henderson
Andrew Santoro
Avgousta Zourelidi
Biljana Biki
Brandon Wood
Chris Holt
Dan Duarte
Daniel MacIntosh
Daniel Cookney
Dustin Wyatt Cohen
Eduardo Kranjcec
Elena Scheiner
Elisavet Christou
Emily Havelka
Emma Lewis
Estelle Morris
George Hay
Gerry Byrne
James Gan
John Webb
Jonathan Acevdo Ruiz
Jose Mireles
Joshua Wendell
Juan Gomez

Karen Waldron
Lauren Drolet
Lisa Law
Lucy Evans
Maria Ayala
Matthew Davies
Nassim Bahloul
Nick Blythe
Rahim Moledina
Rishabh Jain
Robbie Macdonald
Roberto Pujol
Sofia Gonzalez
Soledad del Real
Stuart Harvey
Suzanna Kagi
Theresa Rivera
Tomas Kesselbauer
Victoria Valentin
Yuri Sosa

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