

WB
WARNER BROS.
STUDIO TOUR
LONDON

THE
MAKING OF
Harry Potter

BECOMING A GRAPHIC DESIGNER

One of the crucial elements of making the Harry Potter films was to ensure that everything looks believable to the audience. Behind the scenes, there are teams of people whose job it is to add small details to bring the world to life. One of those teams are the Graphic Designers. In the Harry Potter film series, the Graphic Designers were Miraphora Mina and Eduardo Lima ('MinaLima'). Their job is to create written and printed elements that we see on screen, such as newspapers, posters, logos and product packaging.

If you have access to the Harry Potter films, watch the scene in Harry Potter and the Philosopher's Stone where Harry walks onto Diagon Alley for the first time. Can you spot any of the Graphic Designers' work? Notice that shoppers are walking around with shopping lists and branded bags. Shops have signs and lettering – including the Magical Menagerie, where each letter of the shop name is actually a drawing of an animal!

Graphic Designers often research decades to help make their creations more believable. For the products in Weasleys' Wizard Wheezes joke shop, MinaLima researched bold colours and typefaces typically used in the 1970s.

By contrast, they wanted the packaging of Bertie Bott's Every Flavour Beans to look more old-fashioned, so drew on Victorian references.





ACTIVITY

Create a graphic product

First of all, if you're going to make a graphic product for a film, you need to think about the kind of film it would feature in.

The genre of my film is:

The time period my film is set in is:

The location for my film is:

Now carry out some research. For example, if your film is set in the 1800s – what did newspapers look like then? What materials were used in packaging? If your film is a sci-fi set on another planet, how would a restaurant menu look different to one from a fairy-tale?

Try creating a mood board to show **details** about your film. What will the **buildings** look like? What **clothes** will people wear? What will be the main **colours** used?

Now focus on one object which will fit within this world. Remember, Graphic Designers create products featuring lettering, symbols or illustrations. Some examples of graphic products in films include:

Currency (money)	Newspapers & Magazines	Books	Posters
Menus	Signs	Product Packaging	Games

Use the space on the next page of this worksheet to sketch out what your product will look like. Keep in mind the shape of your product, the colours you will use, and what any writing will look like.

How do you think **BOLD WRITING LIKE THIS** differs from *writing like this?*

Why might you choose one or the other?

Once you have sketched out what your product will look like, if you have arts and crafts materials around the house you can make your physical product! Use whatever materials you'd like – you could paint, use crayons, print something from your computer, even model from clay or plasticine.



MY GRAPHIC PRODUCT DESIGN

