GOOD BAD UGLY POSTER

Good, The Bad and the Ugly, the iconic movie directed by Sergio Leone. It ushered in a new era in westerns while making Clint Eastwood into the star we know today. This movie poster design was inspired by the western TV show Wild, Wild West.

Using Adobe Photoshop and Illustrator I distorted and pixelated images of Eastwood, Lee Van Cleef and Eli Wallach. This gave a hand painted(almost muddy) effect to the images. Laying these images over the stylized western backdrop gave the effect I was looking for. Aligning the title to the right gave me some negative space so that the poster did not feel crowded. Finishing it off with the Actors names at the bottom did the trick.