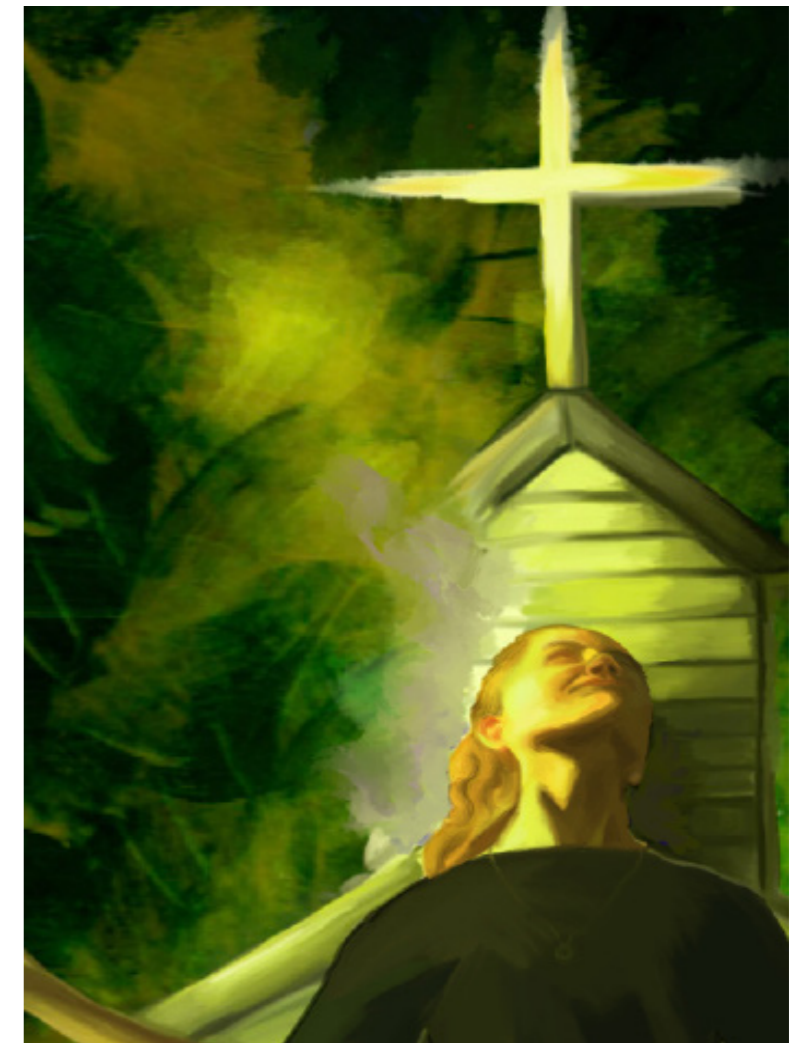




Samuel  
Conroy



### 01.1: 'Midnight Outlaw'

This Brief was to create a three movie posters and three pieces of merchandise for a horror/western film. This was the first brief I created for myself. The movie represents a witch called Maggie inspired by the monument in Scotland to Maggie Wall. The movie sets place in 1800s western America where a town harbours a dark secret. A church which holds the spirit of Maggie which is unleashed when three robbers break. The lead Mia is part of the Midnight Outlaws who take control of the church leading them to a twisted night of facing their fears in order to survive. The meaning behind this poster was based on the scene in which Maggie is burned in the church setting a curse on the town. The green colour represents the disrupted harmony and unatruallness of the event and of the fire as it doesn't appear its usual red burning glow.



## 01.2: 'Midnight Outlaw'

. The second poster symbolises the entry of the the church as they face their dark fears. Character below shows Jules a explosives expert within the gang. They have dark bruised coloured hands clawing at them. This was to represent the guilt that they feel as on a heist Jules mistakenly blew up the wrong building in their earlier career days killing a large amount of innocent people. The hands represent those innocents with the darker the purple gets as it leads up to their faces the more Jules regrets and feels shame as they start to see those people. What their lives could have been what their futures held.

Where as above shows the main character Mia a decedant of the witch. She looks far into the distance like she has witnessed something. Her fear not exposed to keep the viewer intrigued. The typography looming over both of them like they're being watched and reviewed/accessed. The overall composition similar to the symbols on black widows mirroring, endless. The sharpness and ereryness of the text creates a unsettling feeling which is how the characters were feeling. I wanted to immerse the viewer by creating dark background with the red emphasising their impending danger along with the purple blocking off the surrounding views Isolating them.





### 01.3: 'Midnight Outlaw'

This is the final poster of the collectable series I created. This was supposed to represent the end of the movie as they have fought berring the witch in her grave and laying her spirit down to rest. The yellow in this poster is supposed to represent the sun which symbolises the end of a cycle and the start of a new beginning. The characters show each Midnight Outlaw. The grave states the name of Maggie and how she was a mother and a daughter. This was to show how the movie ends with humanising her. The poses of each character shows their respectfulness towards the witch.



## 01.4: 'Midnight Outlaw'

This show the merchandise I created for this movie concept. First a action figure of a funnk pop. This collaboration was to show the popularity of the figures itself as well as the versatility of the merchandise. Secondly was a pin badge this was to appeal to a smaller budget but still supporting the quality as it a smaller and simplified version of the first poster. The last piece was a character tote bag showing Jules. This was to explore the market of character merchandise and appeal to audiences chosing merch of their favourite characters.



## 02.1: Self Promotional Brief

I create this skateboard for a brief about self promotion where we were tasked to create one promotional item. I chose a skateboard due to its advertisement potential as it is a transportation of advertisement. I created a movie concept for this called 'Handibal' following a story of a cannibal hand that goes on a murderous rampage. This was to show the versatility of my art style when it comes to movie advertisement. I branded this piece with my logo made out of grip tape to show that aesthetics doesn't have to decrease mechanics of a piece.



## 02.1: Self Promotional Brief

As part of this brief we were also tasked with creating a website. In order to showcase my potential and promote myself as a movie poster artist I created these posters. The first being for the Tonya Harding movie, 'I, Tonya' with this piece I wanted capture the exhaustion that most ice skaters feel as they turn passion into not only a career but art. Secondly I created a movie poster for the limited series 'Normal people' This was to showcase the deep connection two people can feel for each other no matter the outcome of the relationship. The use of colour explores the intimacy between them as it reflects intimate parts of where another person can touch another. Such as pushing hair behind the ear, touching the back of their neck, face and where they kiss. There was so much tension throughout this series as well as longing for one another and I wanted to capture this as best as possible.





## 02.2: Self Promotional Brief

Another of these was my poster for the show 'Dexter'. This was one of my first successful pieces with typography. The black and red represents how he sees the world as you are either a innocent and not harmed or guilty and killed. The blood was also to show his career as a bloodsplatter analysis and including his passion for murder. The dark background represents his 'passanger' that controls him always being there and never leaving. With his hard stare showing what his true identy is like cold and empty.



### 03: Happiness Brief

This brief was given to show data from the statistics of which country was the overall happiest. This piece I created show each country that contained the highest, middle and lowest. I made this into a advertisement for the questionnaire. As it states 'where makes you happy?' This was to interest views into not only sharing their beliefs but to look at the statistics themselves. I also added it as a rhetorical question to showcase that different places make different people happy and there's never a set place for someone till they find it making the poster good advertisement for travel companies

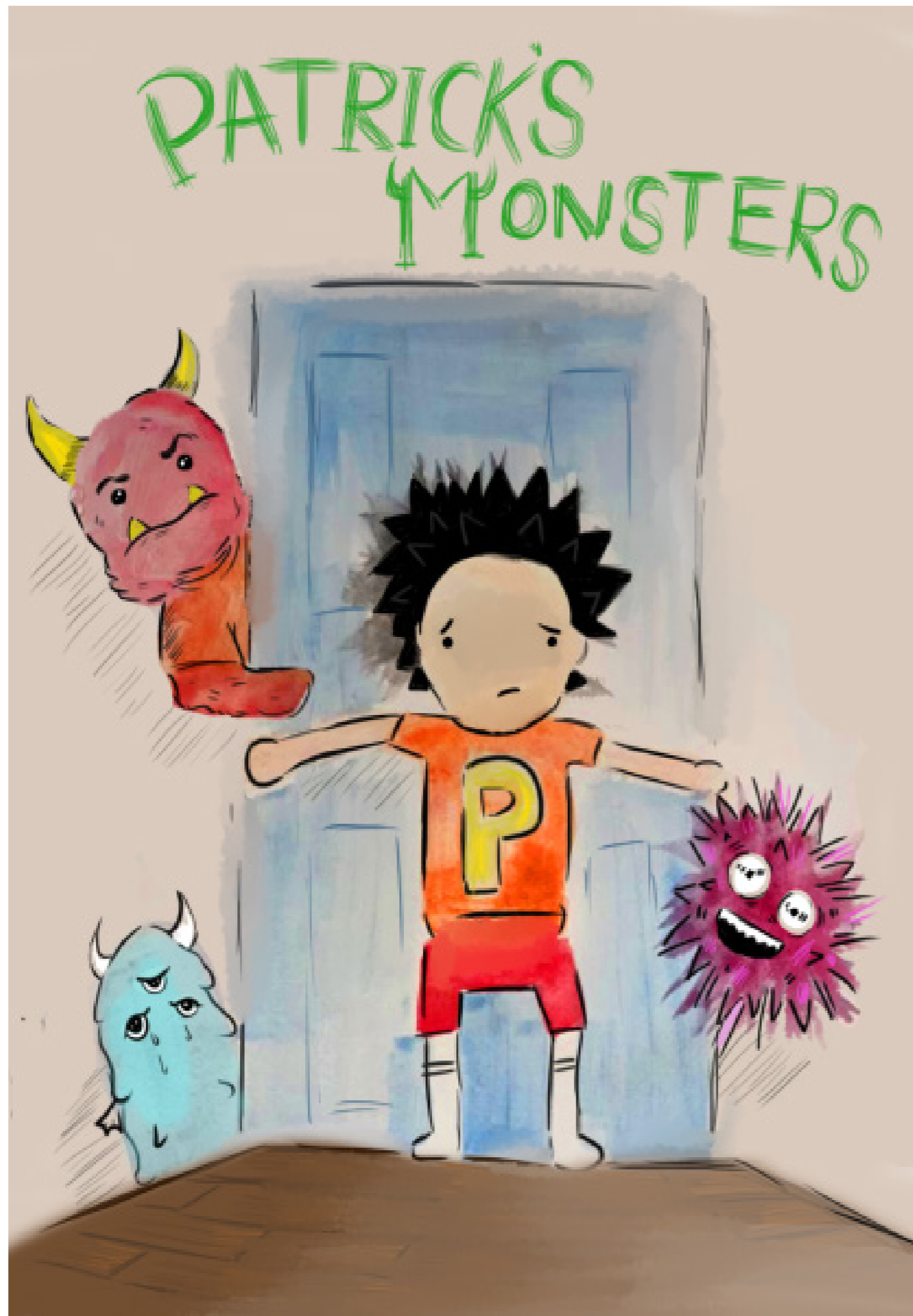




## 04: Lincoln Castle Merchandise

This brief set out to showcase a concept for the lincoln castle shop with any price range available. I chose to make a chessboard based off the Battle of Lincoln in 1217. This took place inside of the lincoln castle with England fighting against France. Each chess piece represents its own uniqueness within the country. With France's side showcasing the Notre Dame, national bird the rooster, time accurate helmets and crowns from the royalty at the time. Whereas the England's version has Lincoln Cathedral, national bird the robin and time accurate helmets and crowns.

I made this using my laser cutter in the maker lab designing my own layouts for the cutter in Illustrator and easyCad. I explored how to make its own eco-friendly packaging with it folding in and turning its own.

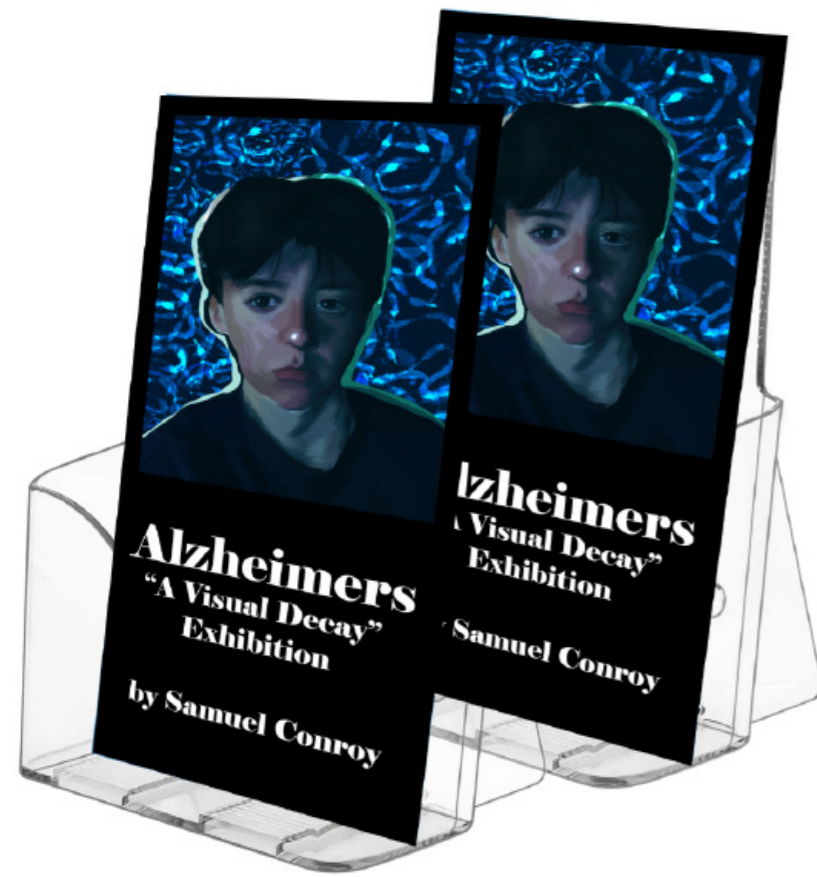


#### 04: Childrens Book 'Patrick's monsters'

This brief showcase and a original childrens book I created and illustrated called Patricks monsters. This follows the story of a young kid called patrick who learns how to deal with overwhelming, anxiety and angry emotions by learning everyone has their own monsters and that he doesn't have to hide them.

I also created a stop motion animation for this using a clay character from the book called Hot head harry. This character grows depending on how angry Patrick is. In the animation he peaks his head around the wardrobe getting larger and larger. Other characters include Spike the Fright who is his anxieties and fears. Spike has retractable legs which help him bounce run leaving patrick to chase him. Along with Squishy who is his sadness made of tears he lives in a cup which grows and floods Patricks room flooding it.





This exhibition booklet showense each piece over 3 pages. Each image representing each stage of life while also showense Alzheimer in a metaphoric way the deer representing the disease and how it latches onto the brain dehumanising you leaving you as a physical form you dont recognise.

The colours changing is to represent loss of self with the change in warmth hues similar to how the disease takes your personality. Finally the texture of the background twisting and turns similar to the brains shape.

## 05: Alzhiemers leaflet and Charity event

I created a leafet to show the decomposition of the disease as well as run my own fundraiser run managing to raise £200 for the cause and recieve a medal for my work. I created this piece to explore how the disease breaks down your soul. With my experience of a family members with the diease they tend to have this stare of emptyness like a house but no ones home. I showed the disease spreading through the use of animalistic qualities this was to represent the dehumanising part of the disease.



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