

UNIT 4 POSTPRODUCTION

TITLES

WITH JIM SOTO



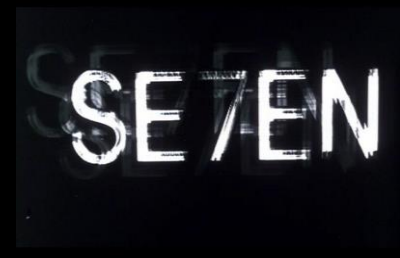
TITLES

A long time ago in a galaxy far, far away film titles – the graphic image or sequence at the opening of a movie – were simply hand-illustrated cards photographed and inserted into a film. Today, they are much like a mini-movie that showcases the art of graphic design with filmmaking.





Title screens (or movie titles if you prefer) are the initial titles, usually projected at the beginning of a film, and following the logos of the film studio.





They are often an ignored aspect of films, although they reflect the time period or era of the film, the mood or design of the film, and much more.

Film title sequences serve a number of functions. Besides introducing the title of the film and the main players that brought it to screen, they nurture audiences' expectations, evoke the film's overall mood and set up the story. Film titles are, indeed, the **primary impression** an audience will have of a film.





Check out what CineFix says are the *10 Best Opening Title Sequences of All Time*. Do you agree with them?



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PRESENTS



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On the surface, the primary purpose of title sequences is to accurately credit the cast and crew, or just simply, to give the film's title. But if we dig deeper, title sequences offer much more than that. In some ways, the function of a title sequence is very similar to the cover of a book. It not only gives the title and relevant authorship information; it also attracts the curiosity of the audience, encouraging them to open it up and start reading.



Blue Velvet

The title "Blue Velvet" is written in a white, elegant cursive font against a dark blue, textured background that resembles water or a similar liquid surface.

GUARDIANS
OF THE GALAXY

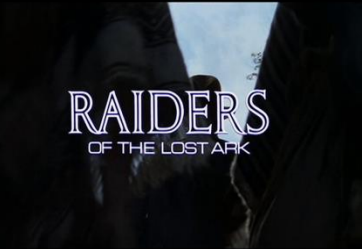
The title "GUARDIANS OF THE GALAXY" is written in a bold, yellow, blocky font. The background is dark with some light patterns, possibly representing a starry sky or a nebula.

STRANGE LOVE
OR:
HOW I LEARNED
TO STOP
WORRYING
AND
LOVE THE
BOMB

The title "STRANGE LOVE" is written in a large, white, outlined font. Below it, the subtitle "OR: HOW I LEARNED TO STOP WORRYING AND LOVE THE BOMB" is written in a smaller, white, outlined font. The background is dark with a white airplane silhouette flying across it.

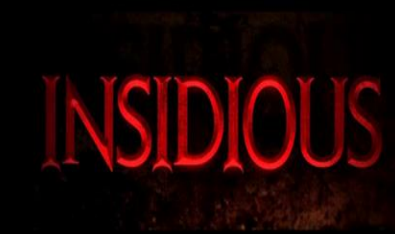
The
Godfather

The music of title sequences, which plays an important role, could be compared to the concert overture of an opera. A typical overture precedes the main performance by introducing the main musical themes. It is like a musical call for attention, as if to say, “Everyone! We are starting now! So hold onto your seats!”



STRANGER
THINGS

Effective title sequences engage and excite the audience by hinting at some of the topics, themes, and, in some cases, the challenges that characters will be facing. The intention is to build anticipation, sometimes revealing some of the main character's traits and possibly setting the stage for questions that will be answered later in the film.





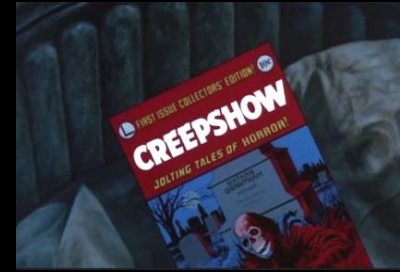
Successful title sequences create emotional reactions and anticipation from the viewer, leaving them glued to their seats, waiting for more.



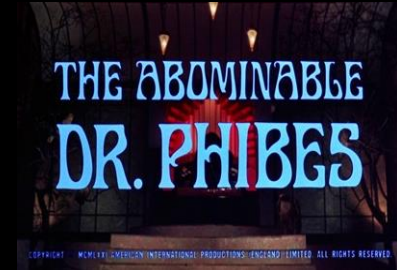
DIRECTED BY
PAUL W. S. ANDERSON

Esquire
NETWORK

Some films, however, have gotten rid of opening sequences. Films, such as *Van Helsing* in 2004 and *Batman Begins* in 2005, didn't display the film title until the closing credits.



George Lucas is credited with popularizing this with his Star Wars films which only show the title at the start. His decision to omit opening credits in these films led him to resign from the Directors Guild of America after being fined \$250,000. However, the industry had been doing the same thing years before Lucas, most notably films like: West Side Story, 2001: A Space Odyssey and The Godfather.



B A B Y L O N

Sometimes credit sequences can be as compelling as the film they bookend. The opening credits set the tone for the following presentation. The ending credits, however, force you to stick around and digest what you've just seen. A great example of the end credit phenomena, so popular nowadays, would be the Marvel Studios slate of films. They build up anticipation for future films.



RESHOOT

1. What is a title screen or movie titles?
2. What are its functions? List at least five of them.
3. Mention and describe your favorite movie title sequence. Explain why you like it.
4. Write a 1 page script for a title sequence for the short film script your team wrote last semester.



JOKER



A L I E N

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WESTERN FRONT"
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TITLES

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