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EYE OVERLAPPING IN FILM POSTERS: A COMPOSITION TECHNIQUE FOR VISUAL IMPACT

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The paper explores the application of eye overlapping composition in film poster design, with a specific focus on graphic elements. Analyzing innovative graphic techniques within the context of film posters, can investigate how strategic overlapping of visual elements, contributes to the overall creativity and communicative power of the design. Examining a diverse array of film posters, highlights the inventive use of overlapping graphics to convey narrative themes and evoke viewer curiosity. The thoughtful graphic design be highlighted, demonstrating how the intentional use of composition enhances the visual appeal and storytelling efficacy of promotional materials.

Key words: overlapping composition; film poster; design; context; graphic, narrative.

INTRODUCTION

Continual innovation and exploration in poster design are imperative in this realm, embracing innovative graphic elements in poster design enhances their ability to resonate with diverse audiences [1]. Experimentation with novel visual storytelling techniques, such as inventive use of typography, color schemes, composition, and imagery can elevate the poster's communicative power.

PURPOSE

The aim is to explore the psychological mechanisms behind the narrative tension generated by overlapping eyes composition through extensive case analysis, as well as its application value.

RESULTS AND DISCUSSION

Eye overlapping composition, rooted in the art of Picasso and exemplified in works like the "Picasso Faces" series, particularly "Boy & Girl," is a distinctive visual form characterized by the strategic overlap of eyes. This artistic approach involves observing different parts of a subject from varying perspectives and then rendering them on a single canvas. The use of eye overlapping composition becomes a primary visual element, showcasing the artist's mastery in presenting multiple perspectives within a unified image. When mentioning the purpose and the method of the painting, Picasso simply looked at different parts of an object from different angles and drew them on a piece of paper [2].



Gestalt theory explains that overlapping eyes create tension by using figure-ground organization and the law of Prägnanz. Prägnanz means we seek complete shapes; when they're obscured, our brain fills in the gaps, causing tension. Figure-ground organization separates subjects from the background, and when they overlap, our attention shifts, creating tension. In eye compositions, this overlap boosts engagement and curiosity, as viewers process the visual info and connect emotionally with the narrative [3].

The technique of strategically overlaying eyes in compositions is a visual tool for establishing emotional connections and narratives. It creates intimacy or tension by aligning or overlapping gazes, engaging the audience with the poster's story or themes. Beyond painting, it's notably used in film posters like "Persona" and "Dead Again"(Fig. 1), where it symbolizes identity, perception and character relationships.



Fig.1. Examples of poster: a - Persona, 1966; b - Dead Again, 1991; c/d - A Scandal, 2006.

In comparing two official posters of the film "Notes on a Scandal", the effective use of eye overlapping in composition is evident, demonstrating its significant impact. The first poster uses a straightforward foreground-background contrast, while the second one features eye overlapping as the main element. Blanchett faces the viewer in the foreground, with Dench looking directly at the camera behind her. The overlap of Blanchett's right eye and profile with Dench's left eye and profile, along with yellow and red color blocks and red character's eye highlights, creates tension and deepens the mysterious nature of their relationship. This compact composition heightens the intrigue and allure of the characters.

In recent years, this composition has been widely used in the poster design of suspense, thriller, action, and other genre films due to its significant advantage in creating atmosphere. In the case of Fig. 3, the use of eye overlapping composition in its posters plays a pivotal role in shaping ruthless character personas and cultivating a tense, noir atmosphere. Through the strategic exchange of foreground and background characters, as well as their gaze relationships, the series' poster art generates compelling tension.

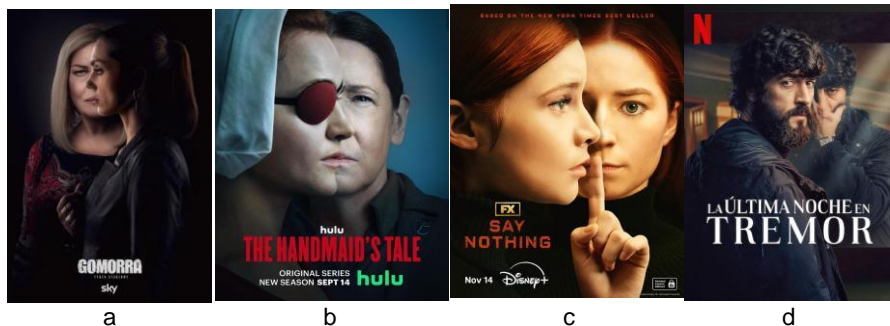


Fig. 2. Examples of posters with the overlapping eyes composition: a - Gomorra: La serie Season 4, 2019; b -The Handmaid's Tale Season 5, 2022; c - Say Nothing, 2024; d - The Last Night at Tremore, 2024.

Another prominent phenomenon is that, many art film posters that focus on depicting the internal conflicts of characters have placed greater emphasis on using the psychological functions of colors to create a sense of psychological turmoil. The posters for the three movies shown in Fig. 3 all strive to express the inner identity and complex emotional relationships of the youth. The posters for Closet Monster and Disco Boy extend the gaze relationship between two people to three, making the compositional effect more complex. The overlapping of three faces in the poster creates an dynamic sense of interaction, as if the three characters are engaged in a silent conversation. This draws the viewer's gaze to shift between the different faces, sparking curiosity and exploration into the inner world of the characters.

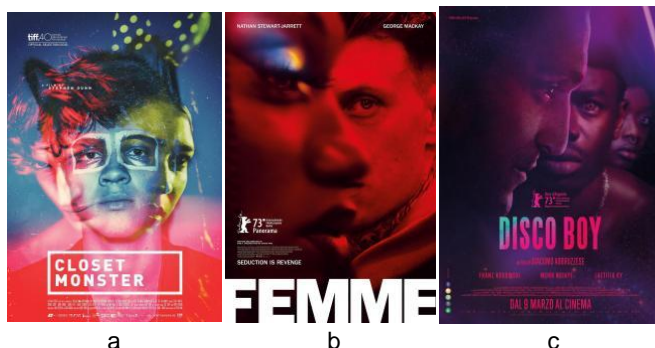


Fig. 3. Examples of posters with the overlapping eyes composition: a - Closet Monster, 2015; b - Femme, 2023; c - Disco Boy, 2023.



CONCLUSIONS

Eye overlapping in graphic art adds depth, narrative, and emotion, enhancing visual interest and engagement. It's a valuable technique for creating dynamic and compelling compositions. The strategic use of eye overlapping in graphic drawing enhances visual aesthetics, narrative complexity, and emotional resonance. "It is a powerful tool for artists seeking to create compelling and engaging compositions." [4]. The case studies analyzed in this paper demonstrate the versatility and effectiveness of eye overlapping composition across various genres and narrative contexts. From the psychological tension in "Notes on a Scandal" to the complex emotional dynamics in "Disco Boy", this technique consistently proves its ability to captivate audiences and deepen the storytelling experience. As the film industry continues to evolve, the use of innovative graphic techniques like eye overlapping will undoubtedly remain a vital component in the creation of visually impactful and narratively rich film posters.

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ПЕРЕХРЕЩЕННЯ ОЧЕЙ У КІНОПЛАКАТАХ: КОМПОЗИЦІЙНИЙ ПРИЙОМ ДЛЯ ДОСЯГНЕННЯ ВІЗУАЛЬНОГО ЕФЕКТУ

У статті досліджується застосування композиції із перекриванням очей у дизайні кіноафіш, з особливим акцентом на графічні елементи. Аналізуючи інноваційні графічні техніки у контексті кіноплакатів, можна розглянути, як стратегічне накладання візуальних елементів, таких як персонажі, об'єкти та текст, сприяє загальній творчості та комунікативній виразності дизайну. Дослідження широкого спектра кінопостерів висвітлює винахідливе використання техніки перекривання для передавання наративу і пробудження зацікавленості глядача. Акцент зроблено на продуманому графічному дизайні, який демонструє, як навмисне використання композиції підсилює візуальну привабливість та ефективність розповіді у промоційних матеріалах.

Ключові слова: перекривання у композиції; кіноплакат; дизайн; контекст; графіка, наратив.