

The Great Computer Challenge, 2025

Graphic Design, Level 4

Background

Movies are more than just entertainment—they create entire worlds, tell powerful stories, and leave lasting impressions on audiences. But what if a classic film was reimagined in a completely different way? How would the story, characters, and mood change if it belonged to a different genre, time period, or artistic style?

In this challenge, your team will **redesign a well-known movie as if it existed in a totally different universe**. This means transforming its visual identity, promotional materials, and overall aesthetic into something entirely new. Imagine if *The Matrix* were a 1950s film noir or *Frozen* was a horror thriller—how would the visuals shift to reflect the new tone? You'll need to rethink color palettes, typography, imagery, and design elements to successfully immerse your audience in this alternate movie world.

Guidelines & Requirements

Work in teams of **3-4 designers** to reimagine a well-known movie in a **new genre or time period**.

Examples:

- "The Matrix" as a 1950s noir detective story
- "Frozen" as a horror film
- "Jurassic Park" as a 1920s silent film
- "The Lion King" as a cyberpunk sci-fi thriller

Your submission must include:

- A **redesigned movie poster** that reflects the new theme
- A **title treatment (logo or typography)** that fits the new style
- At least **one additional promotional piece**, such as:
 - A **redesigned Blu-ray/DVD cover**
 - A **social media promo graphic**
 - A **billboard or bus stop ad**

You may use **Adobe Illustrator, Photoshop, InDesign, Canva (custom designs only), or other design tools. No Canva templates—everything must be original.** Submit your final design as a **JPEG or PDF file**, along with a **team statement (3-5 sentences)** explaining the creative choices and how they transformed the movie.

Challenge

Your team's goal is to **completely reimagine the movie's visual identity** while keeping subtle nods to the original story. You must consider how **color, typography, layout, and imagery** contribute to the new genre and make your design feel authentic to its alternate universe.

Judging Criteria

Creativity & Concept – Is the reimagining unique and unexpected?

Visual Execution – Are the designs polished, well-balanced, and visually striking?

Consistency – Do all elements (poster, typography, and promo piece) fit together cohesively?

Storytelling – Does the design successfully communicate the new movie concept?

Team Statement – Does the explanation support the creative decisions?

***Have fun and thanks for participating in the
Great Computer Challenge, 2025!***