



INDIAN INSTITUTE OF TECHNOLOGY GUWAHATI
SHORT ABSTRACT OF THESIS

Name of the Student : Mohammad Shahid
Roll Number : 136105006
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Name of Thesis Supervisor(s) : Dr. D Udaya Kumar
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SHORT ABSTRACT

India has a diverse visual culture and language. Visual culture includes street graphics, folk art, local art and craft, theatre art, cinema and much more. Cinema art, one of the significant parts of this diverse visual culture brought a tremendous change in other visual sectors especially in street graphics. Cinematic culture in India started in late 19th century, in parallel with the western countries. It comprises of movies produced across the country in different languages. Among them Bollywood is a Mumbai based India's leading movie Industry. Movies produced by this centre are of hybrid in nature and mostly produced in the Hindi language. Movie publicity is a part of a visual culture which shows profound influence on other sectors such as shop signs. Across timeline, different mediums like public announcement (vocal), print and digital are being used for movie's advertisement. Publicity in print media is evident since the beginning of Indian cinema. It started with newspaper advertisements shortly followed by posters and banners full of visuals.

Researchers believed that a movie poster can sell the movie without saying anything. It is a composition of static image and text which gives the firsthand visual experience of the movie to the viewers. Static image mainly includes movie stars portraits, graphical elements and key scenes from the movie and the textual part is in the form of title design, movie star names and credit block. Along with the movie star visuals, title design is another key element of the movie poster, which has been given significant importance over the period. It gives an identity to the movie and acts as a logotype. Unlike the conventional typography, title design has been explored in many ways such as manipulation in shape, size, colour, position, visual texture, and letterform structure to convey meaning and theme of the movie more effectively. It features other design variables also referred as 'external elements' such as outline, shadow and combination of image and text to make the title more expressive.

Though there has been general discussions and literature about the movie poster design, specifically about the visuals and colours used, title design has been neglected throughout the timeline. There hardly any literature which

has documented and investigated the development of this powerful visual element. For the detailed understanding of title design and its visual characteristics and their role, there is a need for a systematic investigation. Therefore, with an aim to understand the development of movie titles in Bollywood movie posters, the main objectives of this research work are-

1. To understand the development and role of movie titles in the Bollywood movie posters.
2. To identify the characteristic features in Bollywood movie titles.
3. To determine the trends in the key characteristic features.
4. To determine the influence of technology on the development of the title design, and
5. To find out features related to the specific genres such as mythological, action, social drama, romance, crime/violence and comedy.

Gillian Rose (2012) framework '*the sites, modalities and methods for interpreting visual materials*' is adopted for the analysis, which is based on thinking about the visual material in terms of three sites: the site of *production*, the site of *image* itself and site of *audiencing*. The initial study started with experts' interviews that included creative heads of design studios, old poster and banner artists, subject experts and journalists. As more than hundreds of movie produced every year in Bollywood, a coding system is adapted to short the popular movies and restrict the sample size. Content analysis is used to count the frequency of different design variables so that trends can be predicted. Moreover, a visual semiotic framework was adopted to understand the structure and meaning-making nature of significant visual attributes, specifically in title design. The findings suggest that the titles have evolved through the influence of social culture, visual trends, and technological advancement. It possesses important design features which have been explored to make title more effective and persuasive. Design variables show significant changes from pre-digital to the digital era, and also there is commonality in the use of visual attributes based on the genre of the movies.