



Marie Antoinette Movie
Invitation process

Production Summer 17'
Cody DeLong



Creative Brief

For this project we were asked to create a one of a kind event invitation using finishing techniques used in production.

In this piece I chose to design an invitation for an anniversary screening of Marie Antoinette by Sofia Coppola at the 71 annual Cannes Film Festival to celebrate its first screening 10 years ago in 2018.

The movie is a perfect example of Coppola's film style in its period setting, re-examines history through the lens of a women's perspective. Here this is the last Queen of France Marie Antoinette. In order to evoke the style and wealth of Marie Antoinette I focused on using elements that were iconic to the period such as floral motifs, embellished frames and metal work, and gold foil.

Along with these elements I used handlettering to create character and emulate royal decrees of the era. In addition all elements that were foiled were sketched and illustrated in order to give character and play on Sofia's signature style.

I kept the paper and colour palette reflective of the period and the taste of the queen by using mostly pinks and gold. Along with this I used duplexing to create a baby blue paper seam in the RSVP and the ticket to give homage to the uses of blue tones in the film that is common in Sofia Coppola's films.

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Narrative

Marie Antoinette is a cult classic movie by Sofia Coppola starring Kirsten Dunst as Marie Antoinette.

The Movie follows the young Queen Marie Antoinette as she journeys from her home in Austria to marry the Dauphine of France. The Queen is well known as being the Queen of Debt and has been accounted as a Queen of greed and cared little for her people.

In this reimagining of the story you see history from the historical account of Marie Antoinette through her eyes, and accounts of people close to her. You follow her story as a young queen and her forced and awkward relationship to the young queen to the queen of riches and luxury that she is known for today.

Throughout her reign she was known from her love of the Rococo style and her extravagant taste in all things she surrounded herself and as well as her many over the top hobbies such as acting and the opera.

Eventually her reign comes to an end in a bloody revolution of the people of France against the king and queen due to the extreme debt often blamed on Marie, but as portrayed in the movie is largely due to her husbands participation in aiding the American Revolutionary War. This film allows us to see the human side of Marie Antoinette which is often not portrayed by history, and allows us to experience the beauty and absurdity of the Aristocracy of France.

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Mind Map

REGAL Stylish

Elegant

Lush

Classic

LUXURY

delicate

ornamental

divine

NOBLE

dainty

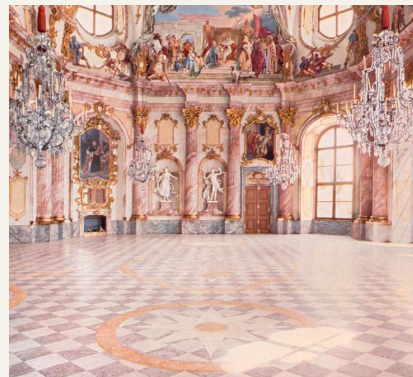
FASHIONABLE

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Mood Board



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Type Exploration

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Handlettering

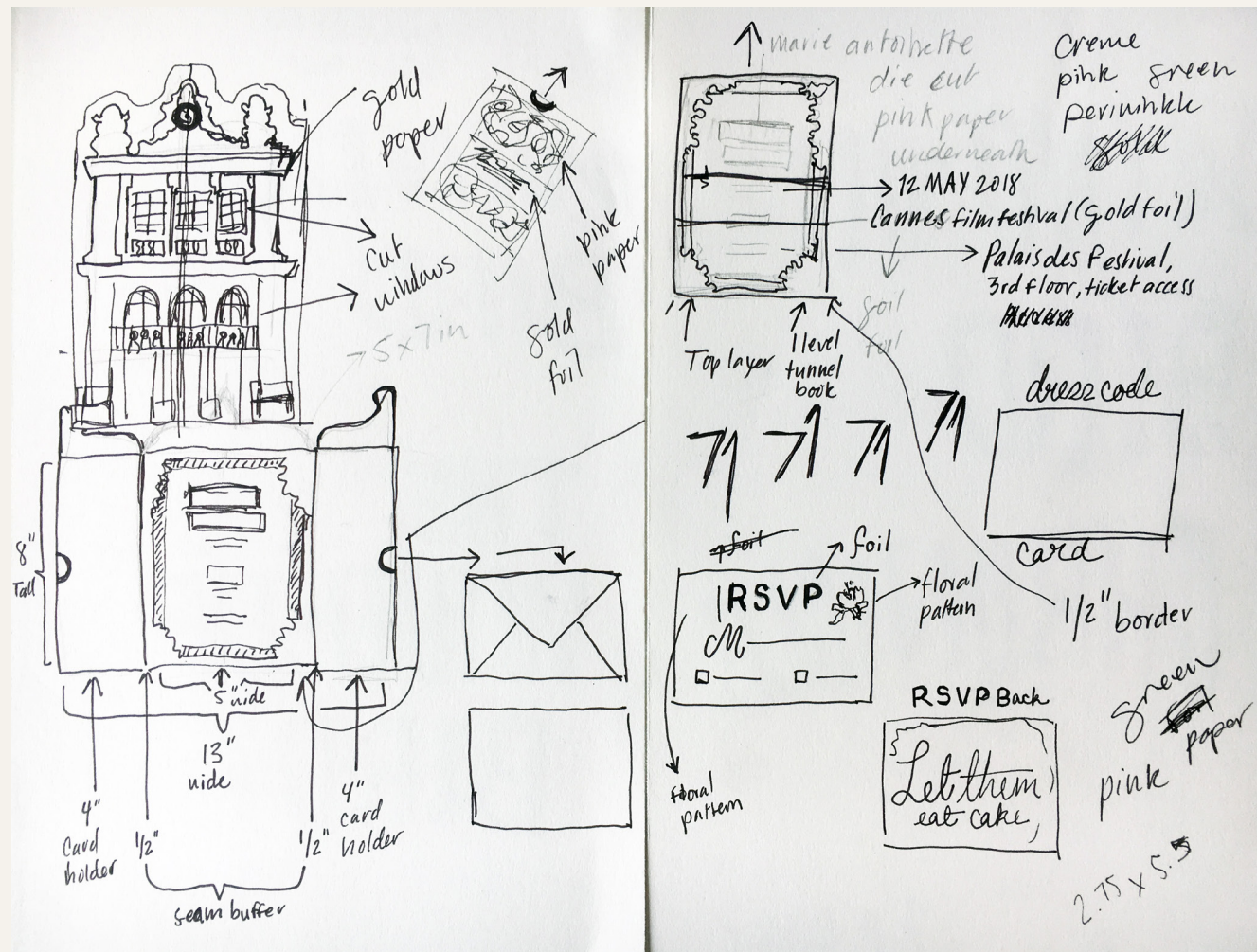
Eat Cake

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Sketches



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Sketches

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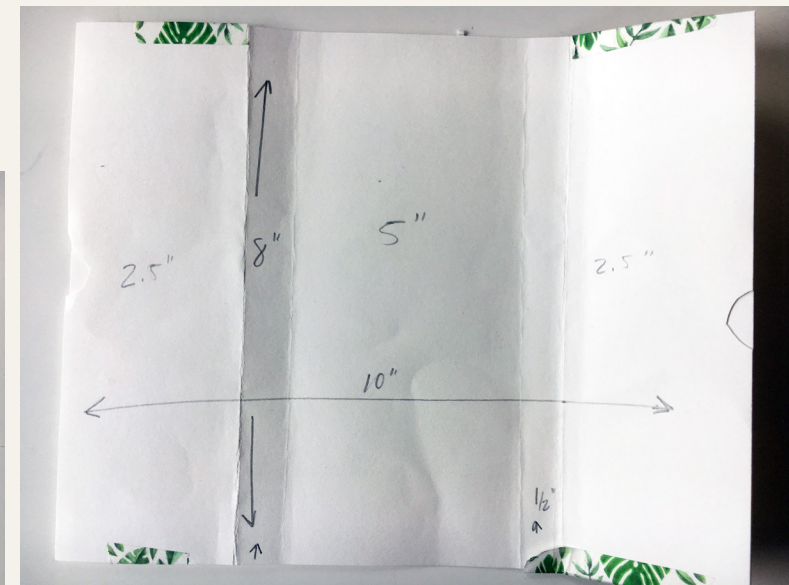
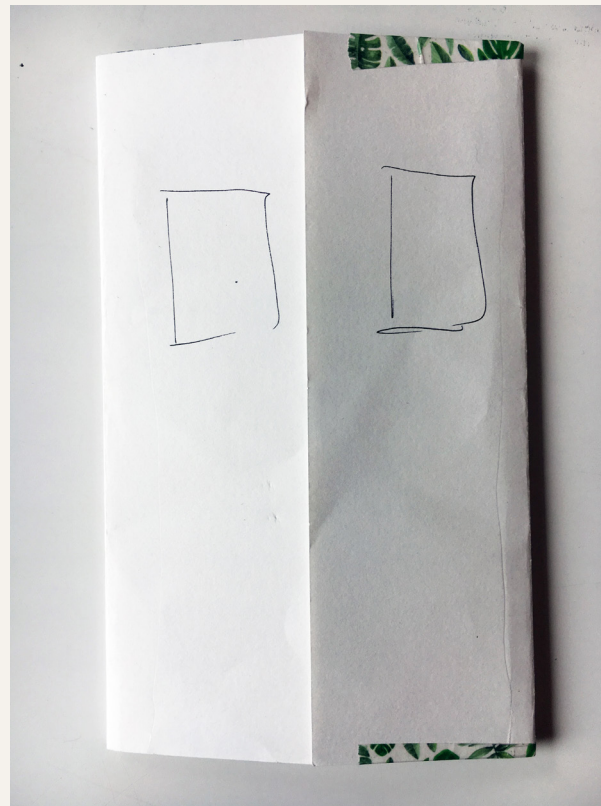
House Rules

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Folding Dummy

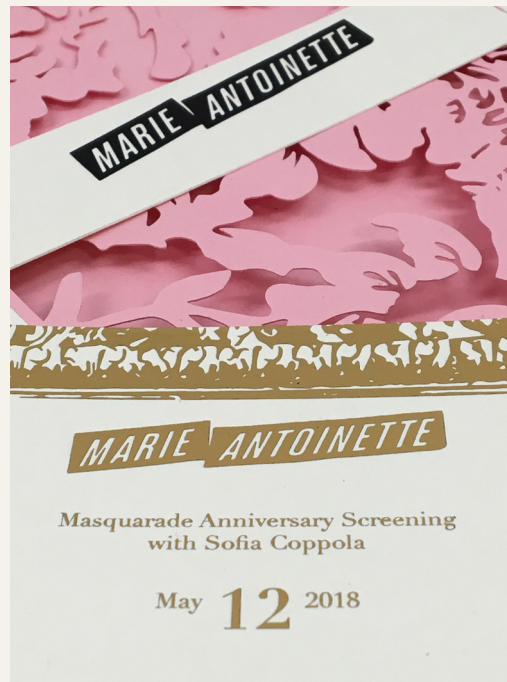


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Final Images



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