

Return of the Jedi poster was created and brought to theaters in 1983 as it is shown there are the characters Luke Leila Chewie and Han Solo Darth Vader aka Anakin Skywalker. George Lucas at the beginning changed the title of the film from 'Return of the Jedi' to 'Vengeance of the Jedi' after guidance from the maker Gary Kurtz. Be that as it may, during the sequence of the movie's delivery Lucas altered his perspective again. He accepted that the quiet idea of the Jedi Knights implied that they would submit a demonstration of 'vengeance', and the film got back to its unique title. Before Lucas returned the film to its unique title, few mystery banners had been printed with 'Vengeance' as the title, and shipped off films across the world. The principal group of these were given with no delivery date, and the second printed once a date had been chosen. Lucas changed the title not long after the subsequent banner was printed, and the excess banners were sold through the Star Wars Fan Club. The poster and features Drew Struzan. It also it was supposed to be revenge of the Jedi instead of return of the Jedi

As I take a closer look at this poster and object I see the typography and the characters align with also to note that the typography is centered. Although most of the poster themes are science fiction so the relevance for this type of design or work shows the significance of the genre that the audience wants to see. "Let me now discuss an example of the application of gestalt theory to the psychology of art. It seems that, with a more adequate approach to the psychology of perception, it is possible to deal more successfully with an intricate, but basic problem of artistic representation". This text is from Gestalt and Art this theory is relevant to Star Wars because it does deal with perception such as it could be engaging and exciting to look at in terms of perception. Poster, *The Colored Museum*, 1987–88 Designed by Art Chantry (American, born 1954). This poster is showing another example of perception because

it highlights racism and history in the United States. From a graphic designer standpoint it looks and perceives me to believe that it is a feud or duel between the 2 characters

Also the Return of the Jedi poster had a different style poster because originally it was Luke fighting vader.”Encouraged in this direction, designers then apply their skill and imagination to sell dog biscuits, designer coffee, diamonds, detergents, hair gel, cigarettes, credit cards, sneakers, butt toners, light beer and heavy-duty recreational vehicles. Commercial work has always paid the bills, but many graphic designers have now let it become, in large measure, what graphic designers do. This, in turn, is how the world perceives design. The profession’s time and energy is used up manufacturing demand for things that are inessential at best”. From eye magazine this text relates to the poster because most advertising and design come and once the work is done with either typography or pictures it is perceived by anyone and they will have different views on it.

As it perceives return of the jedi is tend to be science fiction as it proves by having a lightsaber and stars around the poster to show the creator George Lucas wanted to communicate to fans that hey they will be a redemption for luke to face darth vader. As a graphic designer myself I see that it is important to use a client mentality and make that audience connection design is not just about fonts and colors and its about what works for the designer and make it look astetic and fun.``The first batch of posters sent to movie theaters worldwide was printed without a release date on the bottom. The second group of “Revenge” titled posters included the release date on the bottom of the poster reading, “Coming May 25, 1983 to your galaxy.” on this site this truly is a statement worth noting because headlines and taglines are something that is to be remembered

through viewers that can work for science fiction or other genres of movies or advertising in general.

#### Annotated bib

Gemmill, Allie, and Allie Gemmill (193 Articles Published) Entertainment

Features Writer at Screen Rant.

More From Allie Gemmill. “Star

Wars: Why The First Return Of The Jedi Poster Had The Wrong Title.” *ScreenRant*, 15

June 2019, [screenrant.com/star-wars-return-jedi-poster-wrong-title-revenge/](https://screenrant.com/star-wars-return-jedi-poster-wrong-title-revenge/).

“Return of the Jedi Poster Collecting.” *Attic Capital*, 7 Jan. 2021,

[atticapital.com/return-of-the-jedi-poster-collecting/](https://atticapital.com/return-of-the-jedi-poster-collecting/).