

ROMAN ANTONOV

**HELLO, I'M ROMAN.
I MAKE KEYVISUALS AND POSTERS.
FROM IDEA TO FINAL RETOUCH.**



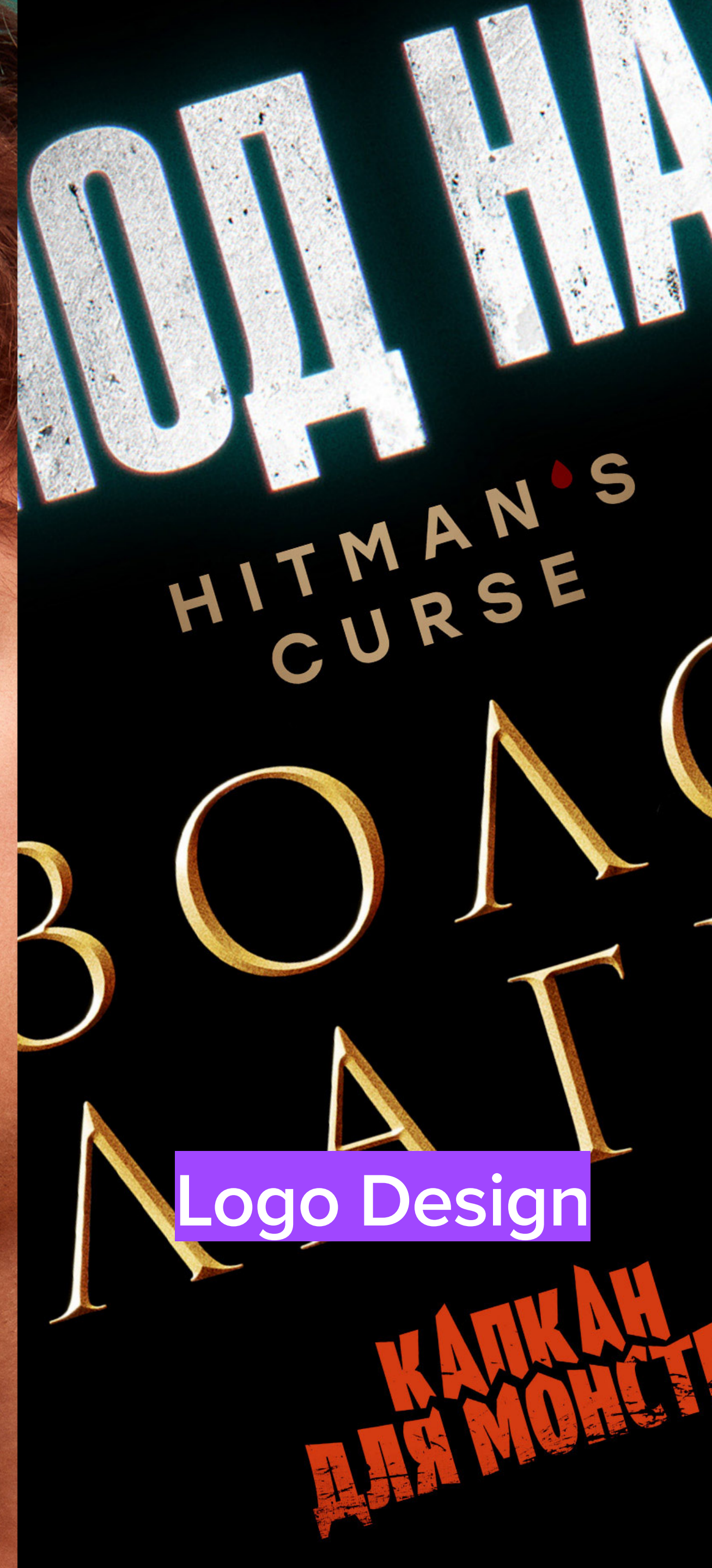
I DO THESE 4 PARTS OF VISUALS' PRODUCTION

Creative

Photography

Retouching

Logo Design



1. CREATION OF IDEA

Usually ideas for posters came from understanding of main character's unsolved problem.

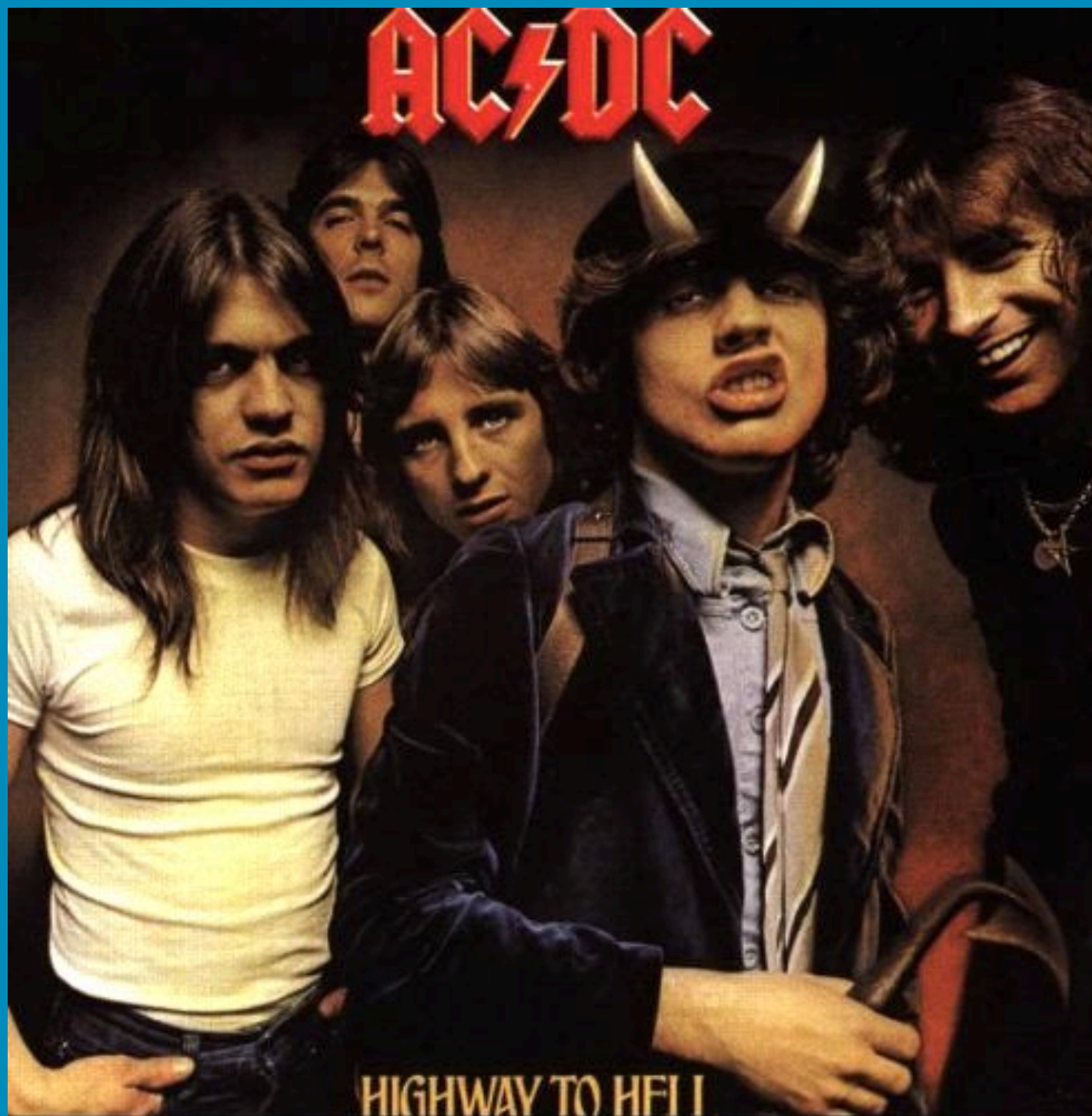


Should he choose his family or work in police?..

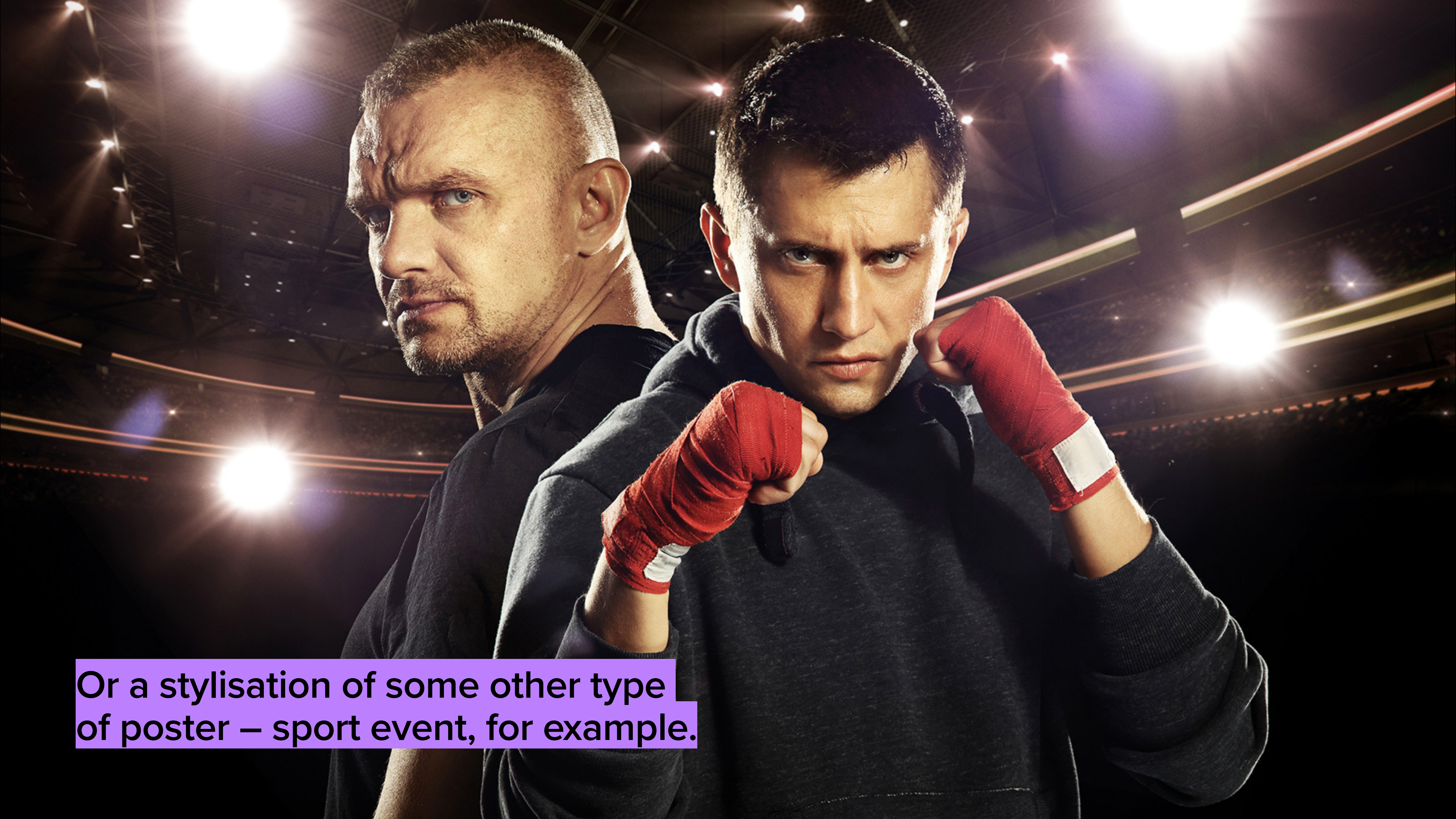


Should he choose
the light or the dark side?..

It also could be a replication of well-known image in a new context.

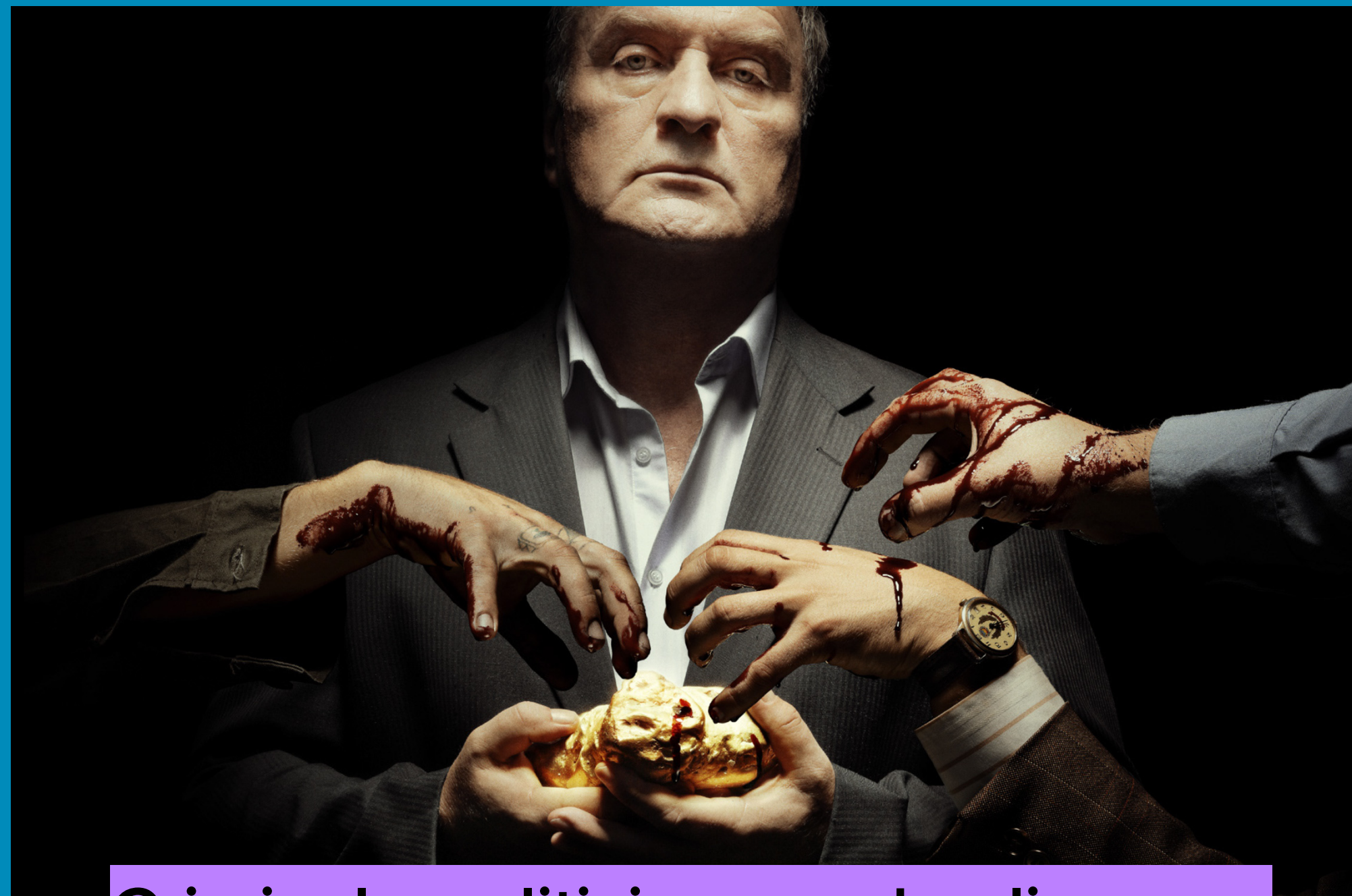


USSR policemen under the shelter as a music group investigating smuggling, but suddenly they became too popular as musicians to continue their work.



Or a stylisation of some other type of poster – sport event, for example.

Or a part of the story itself depicted in one frame.



Criminals, politicians, and policemen trying to get control over his gold mine.

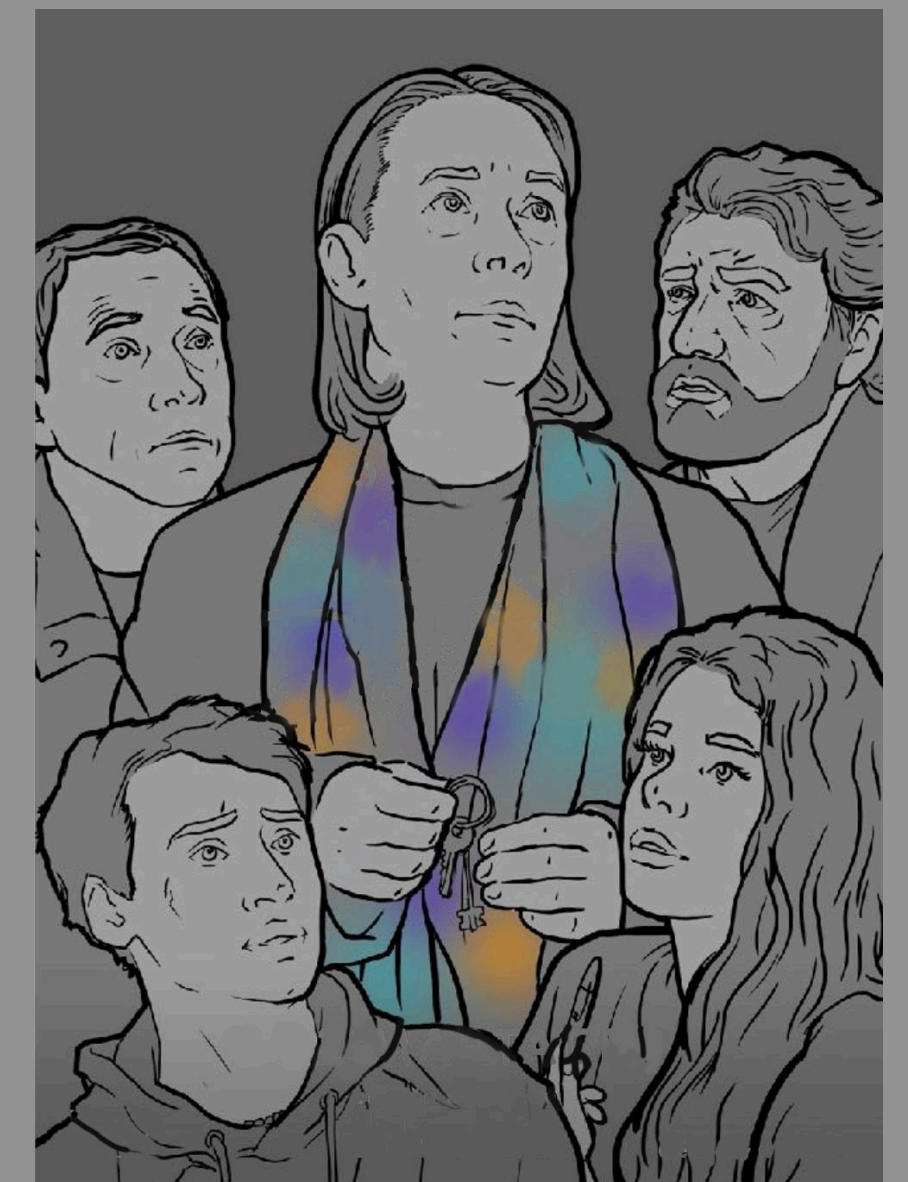


Children and ex-husbands trying to please 'deadly ill' mother to get her apartment by bequest after her death.

Or terrifying context with no reveal of the murderer by using POV camera for key art.

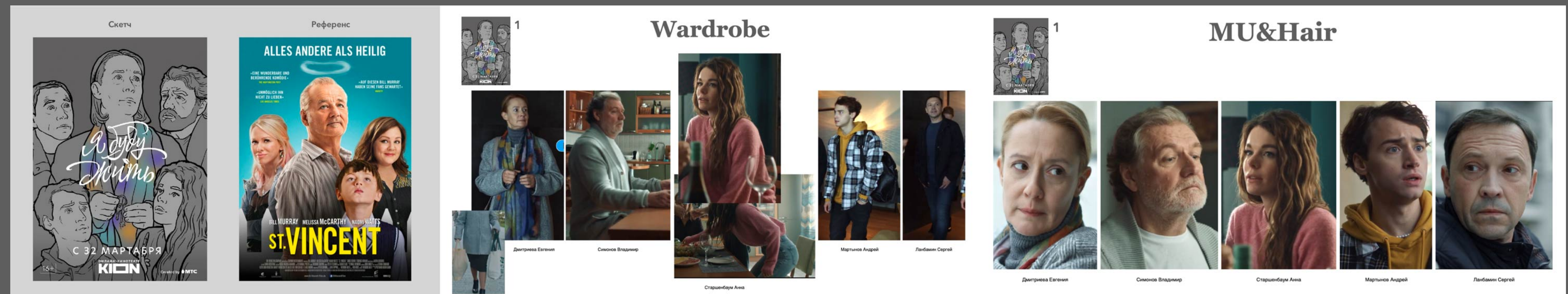


I draw sketches to deliver the view of the visual and to discuss any concerns before photographing. Also it's very helpful to draw them to think over the light and details – what is in hands, direction of the looking, exact poses and so on – to not waste time on this during photographing or fixing a lot on post production.



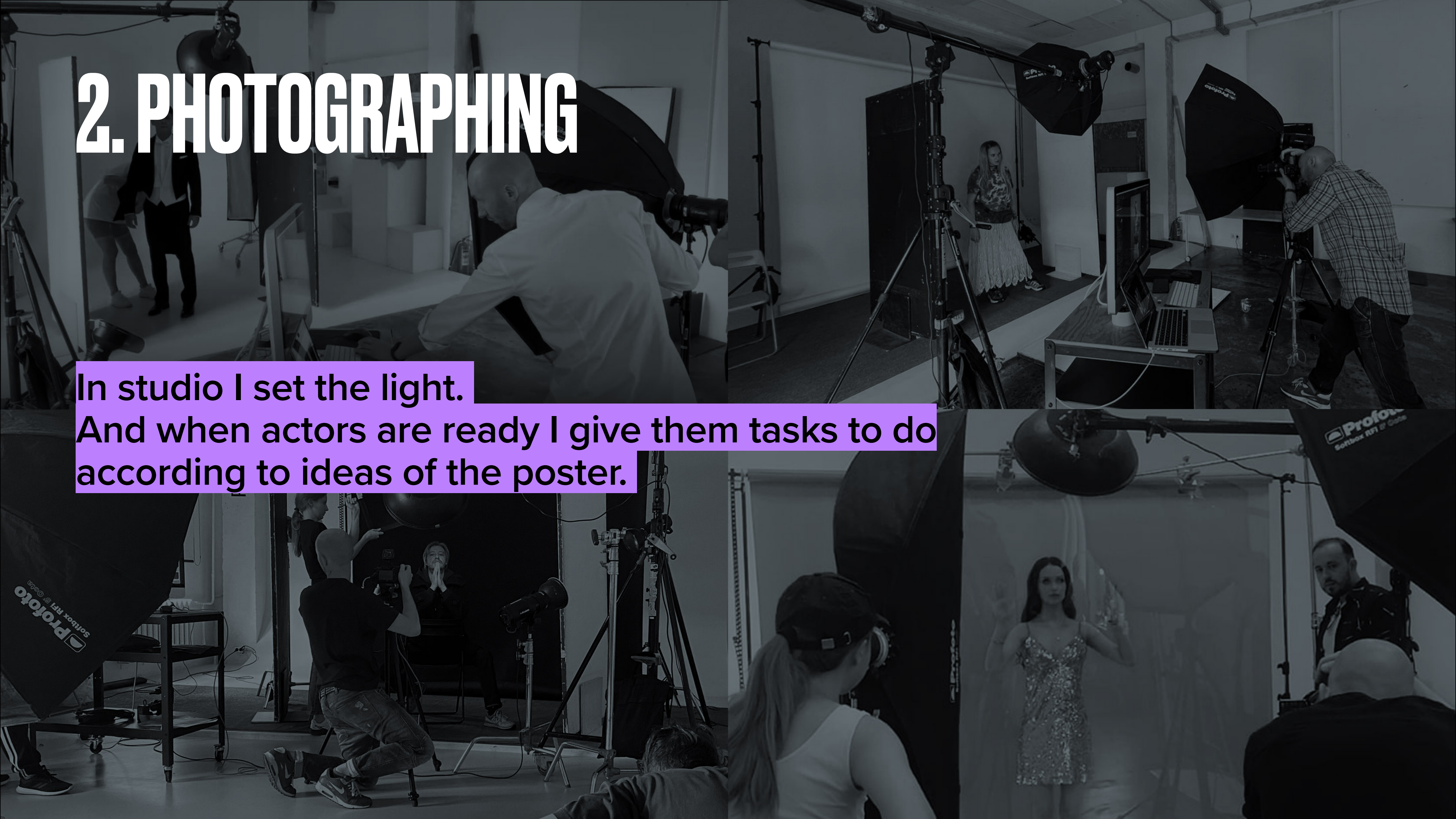
2. BEFORE PHOTOGRAPHING

After approving poster's ideas with Marketing Department (with all the sketches, references, and descriptions), I write a photo-shooting brief with all the costumes, props, and makeup & hair requirements etc. And the list of technical equipment as well. This could be a huge brief, but it's a basis of good result.



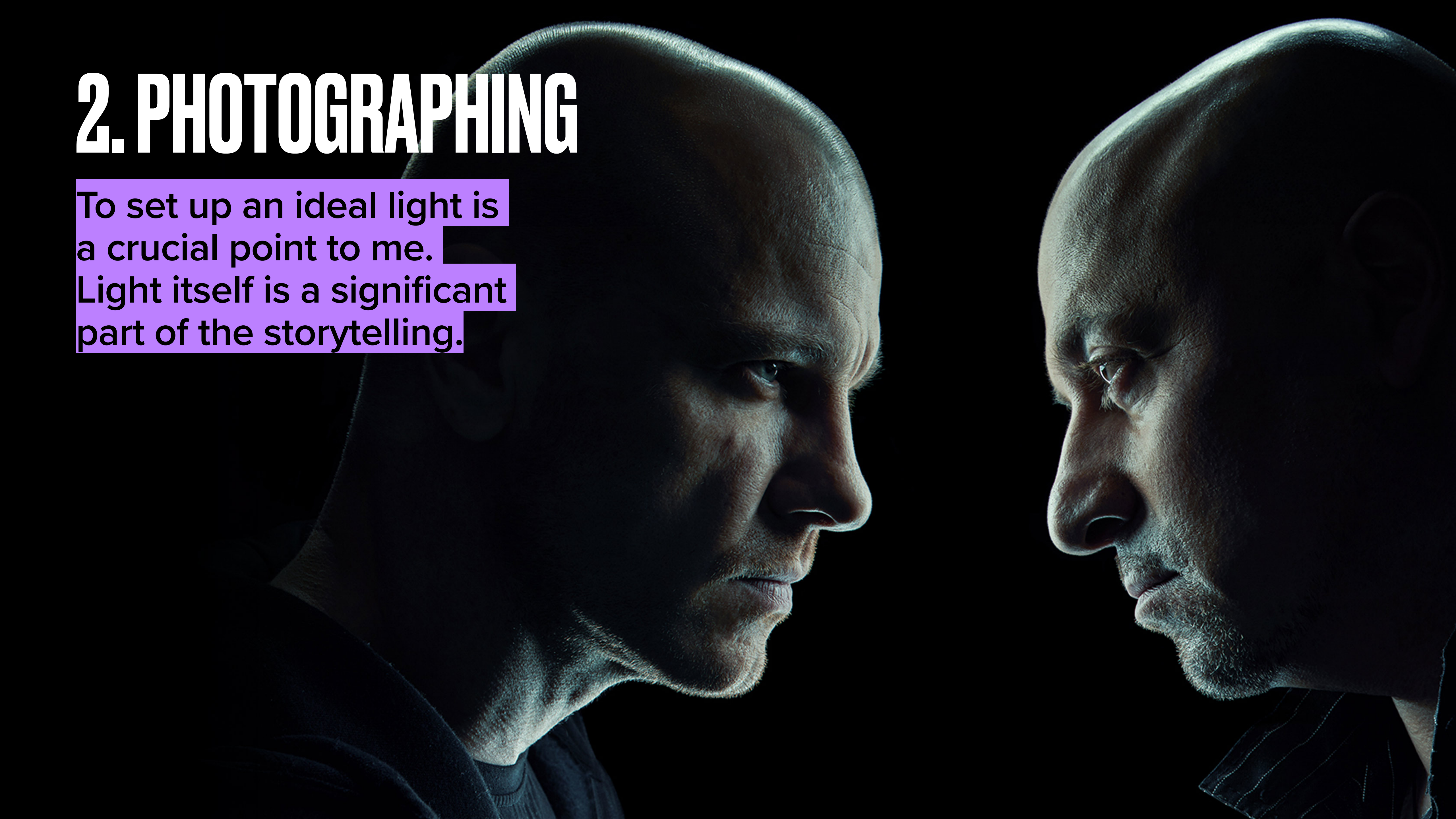
2. PHOTOGRAPHING

In studio I set the light.
And when actors are ready I give them tasks to do
according to ideas of the poster.



2. PHOTOGRAPHING

To set up an ideal light is a crucial point to me. Light itself is a significant part of the storytelling.





Especially if it is not a portrait on visual, but an object or a body part closeup.

And sure, a comfortable studio is not the only option for me to work.

I work on various locations, where the series are being shot in almost any weather conditions.

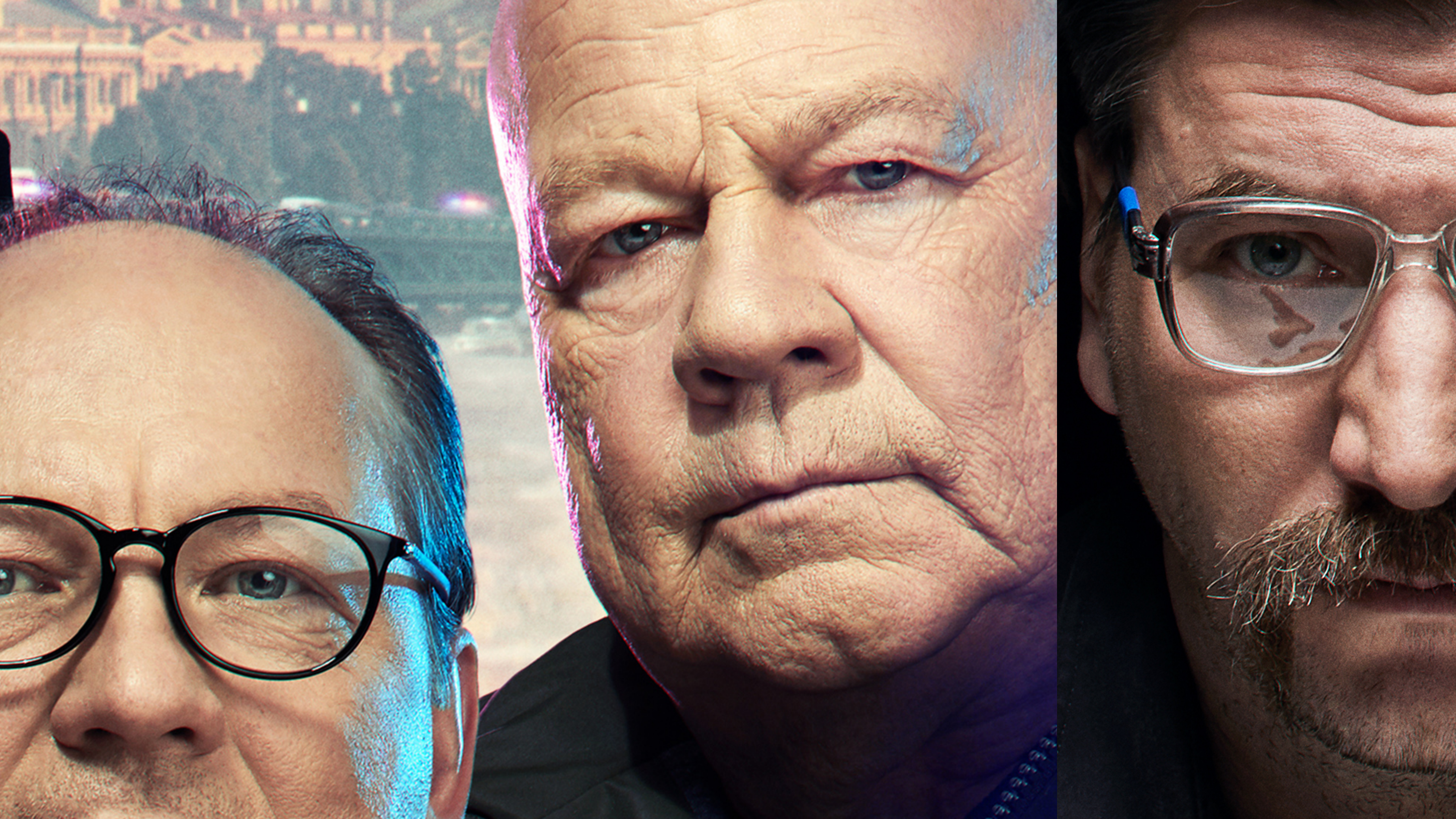


3. RETOUCHING

During the post-production process I pay a lot of attention to the light, color, and details...

...especially hair.





4. LOGO DESIGN

I'm offering also a version of logotype as a part of storytelling of the whole key visual.

HITMAN'S
CURSE

КАПКАН
ДЛЯ МОНОСТРА

АЛЕКС ЛЮТЫЙ

ЧИНГАЧҒУК

РОДТОВ

ЗОЛОТО
ЛАГИНА

OVERALL & BENEFITS

During the process of idea creation and discussion I form exact internal vision of how the final image will look like. And I provide this vision through the photo shooting to the final steps of key visual retouch. So it helps to be consistent during all these processes. Such result is harder to achieve if an outsourced photographer did only his part of work and didn't think about the initial idea or a post production process. Or a creative one has a lack of visual thinking, so a great idea may not be as great in image production as it is written in words.

OVERALL & BENEFITS

Furthermore it really makes the whole process easier if during photo shooting you hold in mind what light scheme will be produced by background on post production, so the light setup on actor will perfectly match the ambient light. Also you can fix a lot during shooting instead of post: where the logo is going to be placed, where it is needed to provide additional copy space, what technical shots are needed for extreme horizontal/vertical resizes and so on...

EDUCATION AND EXPERIENCE

Bachelor's degree in Graphic Design (2009)
TULA STATE UNIVERSITY
Tula, Russia (2003 – 2009)

Courses:

Concept thinking & Art Direction (2014)
WORDSHOP Academy of Communication
Moscow, Russia (2013 – 2014)

KION, online cinema by MTS Media
Art Director, Photographer (04.2022 – 06.2023)

NTV, broadcasting channel
Creative Photographer (05.2018 – 03.2022)

Wunderman Thompson, advertising agency
Art Director (11.2016 – 04.2018)

DADA, creative agency
Art Director (07.2015 – 10.2016)

BBDO Moscow, advertising agency
Art Director (08.2014 – 03.2015)
Graphic Designer (07.2011 – 07.2014)

AISA-IT
Graphic Designer (09.2009 – 06.2011)

FOR MORE PICS AND CONTACT INFORMATION

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or follow these links



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A vibrant tropical beach scene. In the foreground, a wooden boat named 'Nong Rose' is anchored in clear turquoise water. The boat has Thai script and the name 'Nong Rose' written on its side. A person is visible on the boat. The background features a lush green coastline with palm trees and a small building. The sky is blue with some clouds. Pink flowers are visible in the foreground, slightly out of focus.

THANKS FOR WATCHING, AND...

...if you have an epic project in mind or a relevant job offer, please contact me.

I'm open to such positions as an Art Director, Commercial Photographer, Design Director, Lead Designer and Creative Retoucher.