Daniel Bristol
Fall Quarter 2024
Graphic Design 353
SCAD Atlanta

Movie Script
Creative Breif

Directed by : Gil Junger
Released : 1999
Genre : Comdy/Romance
Distributed by : Touchstone Pictures, Walt Disney Studios Motion Pictures, FilmFlex, Touchstone Home Entertainment

The screenplay by Karen McCullah Lutz and Kirsten Smith is a modernization of William Shakespeare's comedy The Taming of the Shrew, retold in a late-1990s American high school setting.

Audience

Teenagers or people who like a classic cliche teen romance. It is PG-13 since there is crude language and innuendos.
They might relate to the the movie since they are also in high school going through relationships, figuring out their identity, and being true to oneself.

10 Things I Hate About You

Film Synopsis

Kat Stratford is beautiful, smart and quite abrasive to most of her fellow teens, meaning that she doesn't attract many boys. Unfortunately for her younger sister, Bianca, house rules say that she can't date until Kat has a boyfriend, so strings are pulled to set the dour damsel up for a romance. Soon Kat crosses paths with handsome new arrival Patrick Verona. Kat may let her guard down enough to fall for the effortlessly charming Patrick.
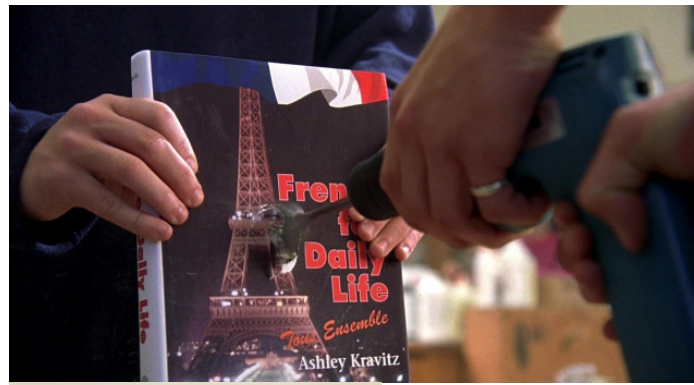
Tone Words:

Love, Hate, Acceptance, Identity, Being true to ones self, Self Respect, Relationships Forgivness
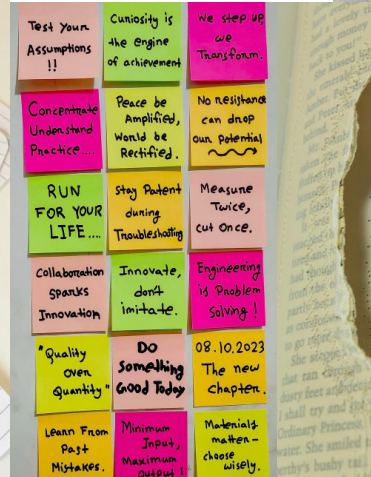
Conceptual Approaches:

Personal Growth: Lessons, Outcasts, Morals

For my first idea I as thinking of creating a book based off of one of the main characters Cameron and the lesson he learned throughout the movie. I want to show the progression of his character as he gains more self-respect for himself. I was inspired by the conversation he has with Patrick. "Well, she is or she isn't. See first of all, Joey is not half the man you are. Secondly, don't let anyone ever make you feel like you don't deserve what you want. Go for it." Also the song that plays in the film tiltled I Want You to Want Me was an inspiration as well. In terms of the physical form I want the cover to be similar to the French textbook he was using to teach Bianca French in the movie with the burned hole in it. For this concept it would most likely be perfect bound, and the size would be the size of a textbook to illustrate how he learned to grow as a peron for himself throughout the movie. I would also use a grid layout to illustrate the characterization of a kind and supportive person, but also play with space to show how he manages information he is given.
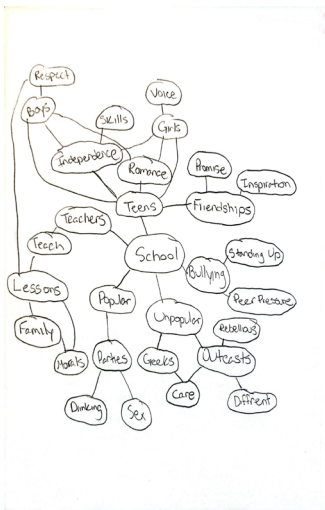
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Remove yourself from people who treat you like your time doesn't matter, like your feelings are worthless, or like your soul is replaceable.
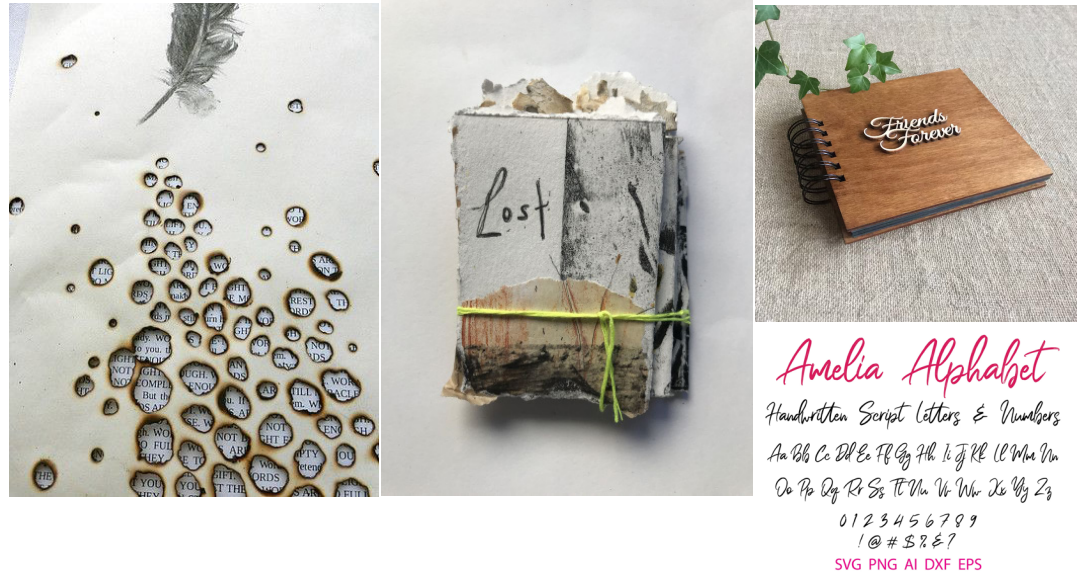

SIMPLE FONT
ABCDEFGHIJKL
MNOPQRSTUVWX
YZ1234567890

Scenes 1:

Cameron wants to ask out his crush Bianca out, but according to her fathers new rule she can only date if her sister dates someone as well. So with the help of his friend Michael they select "bad boy" Patrick to swoon Kat. After they assist him by asking Bianca of Kat's preferences, Patrick begins to win Kat's heart little by little. Afterword Cameron sees Bianca at a party with a senior Joey, and realizes he was beeing used by Bianca. He confronts her after the party and let her know his honest feelings.

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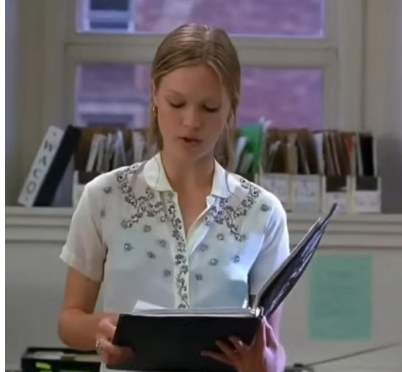## Don't Judge a Book by Its Cover:Lying, Acceptance, Love

For my second idea I was thinking of creating a memory book that highlights Kat and Patricks characters as they follow the theme of Don't Judge a book by its cover throughout the movie. On the front cover it would be ripped and burned to represent what people on the outside percieve them to be and on the inside it would show the journey they went through in the movie accepting that even though others might have bad images about them they wouldn't change who they are for anyone, and that is why they fell in love with each other. Beautiful handwritten typography like Amelia Alphabet would be used. I was inspired by Kat Poem at the end of the movie that she read a loud in class as well as the song that plays in the beginning of the movie. For this concept the book would be wire-o bound, the trim size would be small to give off a more intimate tone. For the typographical layout I want to use an Axial layout with asymmetry and symmetry to show their progression fron being different to similar as they start to like each other.

Scenes 2:

At the beginning of the movie from their first introduction both Patrick and Kat are depicted to be different and weird compared to everyone else. Kat dosen't fit the image of a innocent girl who wants to be popular like her sister Bianca. Patrick without anyone knowing him personally already has lables and stories made up about him, and is known as the school bad boy. As the movie progresses and their relationship deepens they end up doing stuff out of character, but not for anyone other than each other showing that therer is more to them than their lables. At the end of the movie Kat reads her poem for class titled 10 Things I Hate About You which is actually a love letter to Patrick.

Sisters & Self Respect: Opposites, Protection,Reflection

For my third idea was to create a book like a journal that illustrates Bianca and Kat's progression as characters organized by the key moments that shaped them, and how the idea of self respect helped them grow closer as sisters. I was inspired by when Kat says "You don't always have to be who they want you to be, you know?" In the beginning Bianca cares more about having the "right" bags and dating the "right" person, even liking the idea of being adored by everyone while Kat is the opposite. Kat's idea of self respect is being independent and not doing what people expect her to do. I want to show how each sisters advice to each other throughout the movie (Bianca learning to value herself and others more) and (Kat learning that you can still have self respect for yourself while still enjoying her youth.)

The book would be designed with the front cover having fabrics and pearls to illustrate Bianca and the back cover designed after Kat with a more grungy look to it. Then using die-cuts, folds, and a reflective foil to highlight the advice they give and receive from each other. For each sister I wanted to incorporate different elements to represent each side of the journal. For both sisters I want to use a grid typographical layout as a base for the design since both sisters are confined to the rules of their father, but I also wanted to use it to illustrate space whether it between the sisters themselves or the situations they end up going through. For Bianca to add onto the grid layout I want to use a radial layout to represent Bianca's personality of being self-centered and seeking attention. Additionally, visually it would represent her instances of outbursts to be more verbal. For Kat I want to use a dilatational layout to represent Kat's personality of being rebellious, outspoken, and not doing what others expect while visually showing that her signs of rebellion or outbursts are more action oriented.

Throughout the spread I want to use scale and colors for each sisters to show areas of emphasis where they have grown as a character. To further the aesthetic of the journal Bianca's side of the journal would consist of a red, pink, and white color palette to represent Bianca urge to date boys, her confidence, and innocence. Kat on the other hand color palette would consist of purple, blue, and black to represent her creativity/individuality, intelligence/rigidness, and mysteriousness. For typography I wanted to use Lelushka for Bianca and Alphabetized cassette tapes for Kat.

Scenes 3:

The first part of the three scenes starts of with Kat's first attempt in the bathroom to tell her sister Bianca that she should do her own thing and not worry what other people think about her. The next scene in Bianca's bedroom Kat explains to her why she acts the way she does and it is because in Freshman year she slept with Joey the most popular guy at school because everyone else was doing it. After she wanted to stop Joey broke up with her and from that day onward she promised to never do something just because everyone else was doing it. The last shows both sisters after they both individual take each others advice and grow closer as sisters as a result.

You don't always have to be
who they want you to be, you know.