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From the Theatre to the Home!

- Home video devices were developed in the developed in the mid-1970s by a small number of Korean and Japanese electronic companies.
- The idea of being able to watch motion pictures in the comfort of home was an enticing notion, but the cost of such machines exceeded \$1000, or roughly \$3000 in today's context.
- BetaMax and VHS were the two platforms for home video, but by the early 1980s VHS dominated the market due to the cheaper costs of the VCR and tapes.



The VCR and VHS Tape

- Although being available to Japanese and Korean consumers for roughly 6 years, VHS and BetaMax technology arrived in North America (and other parts of the world) in the late 1970s.
- It quickly became a very popular and highly sought out part of any home entertainment system.
- As well, numerous businesses capitalized on the explosion of this new market of consumers – The Video Store was born.





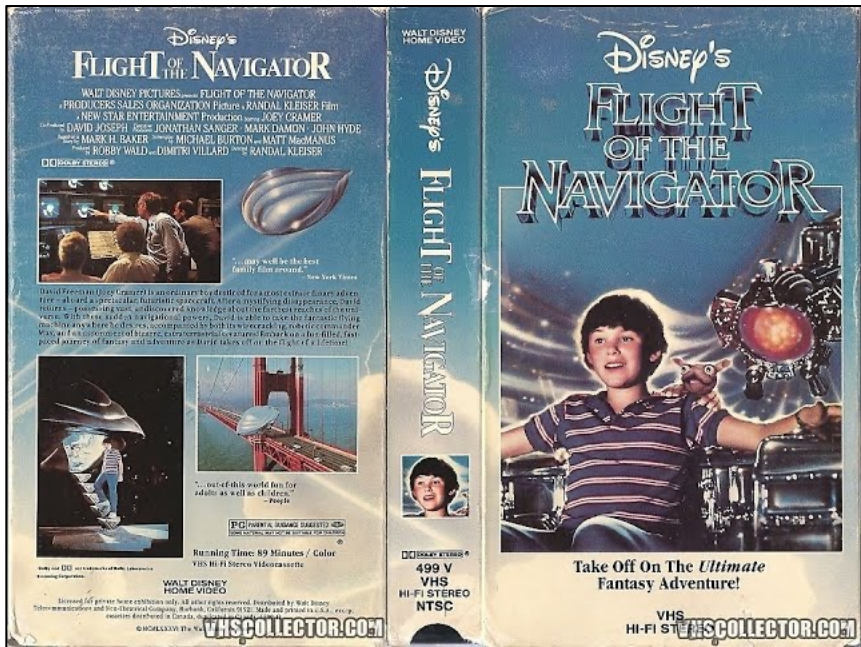
The Video Store and Movie Art

- Simply put, Video Stores were businesses that allowed customers to browse and rent VHS cassettes, video games, and buy snacks for movie night.
- At times a sensory overload, this business model allowed people to have more selection and even a cheaper cost than going to the Movie Theatre.
- With this large selection of movies in one place, movie studio designers need to capture audiences' attention through the box art of the VHS tapes.

More than a Movie Poster...



- The design of a VHS box follows a different theory compared to a Movie Poster.
- A **Movie Poster** is a **quick visual** – *show the title and an engaging visual* – that’s pretty much it.
- A **VHS Box** is a bit more like a movie trailer – quick visuals, written descriptions, big titles, no spoilers.
- **The theory with this type of design was to pull the viewer in and give them enough information to get them excited to see the movie.**



This theory was also adapted to popular trends in different parts of the world.

Here's the same movie, but for the UK, Italy, Norway, and France.

The main idea of engaging the viewer is present, but the styling of the design is different in each.



Did you know??

- The first VHS tape was released in 1976 for the 1972 Korean film named 'The Young Teacher'.
- At the time, it sold for \$1000, or roughly \$4000 in today's money.



- The last movie to have a VHS release was the 2005 film, 'A History of Violence'.
- This was a short time after the introduction of DVD and BluRay technology.

