



William Johnson, Associate Designer at GIRVIN adds, “As we researched materials that appropriately recognize the time period and the epic character of the film, we looked at different ways to sheathe and render the designs to bring them to life, like forged jewelry and armory, as if they were really being made with tools of that era. In the end, most of our work takes on a quality that is visible as a three dimensional object. Telling the story about a movie like *Beowulf* is all about the magic -- and making one believe.”

To create the title design for *Beowulf*, Girvin focused on the adapted storyline as well as the materials relevant to the time period and context of the original legend to create a final design inspired by a jeweled rendering of a dragon ornament, sword detailing, and the illustrated prototype of the *Beowulf* character—a roughly edged, early Roman custom letterform design, hand drawn like the Runes, invented an imaginative treatment from the period. The final title was the product of hundreds of iterations on treatments that spawned a bound book collection of research components that ranged from upfront image captures and manuscript samples, to cut patterns and stone-work, and jewels, art and ornaments. The preliminary research and designs for *Beowulf*, including an onsite review of the script, were confined to secrecy on the Paramount Lot.

*Beowulf* is emblematic of the unique stories among the Girvin movie title portfolio. Tim Girvin said, “We get called to work on special projects that have a unique character and present a difficult creative challenge. Of the hundreds of films that we’ve worked on, our services are retained because of our perspective – the unusual and entirely handcrafted nature of our work.”

Girvin has designed several hundred-movie titles for the motion picture industry, including *The Last Samurai* starring Tom Cruise, *Braveheart* starring Mel Gibson, *The Matrix* starring Keanu Reeves, *Sky Captain and the World of Tomorrow* starring Gwyneth Paltrow, and *Unforgiven* starring Clint Eastwood. To sample the complete Girvin portfolio of movie title designs, please visit <http://www.girvin.com/port/exp/film.htm>

Note to Editors: Photos are available on request.

### **Key People**

Tim Girvin, Principal / GIRVIN, Inc. Seattle + NYC  
William Johnson, Associate Designer / Girvin, Seattle

**GIRVIN** (<http://www.girvin.com>) is a full-service strategic brand design firm with offices in Seattle and New York and an affiliate in Tokyo. Clients range from the world’s largest packaged-goods marketers to major Hollywood film studios. Clients include American Eagle Outfitters, Bloomingdale's, Callison Architecture, Canyon Ranch, Gucci Group, Johnson & Johnson, Kerzner International Resorts, Leviev, MGM MIRAGE, Paramount Studios, Nordstrom, Procter & Gamble, Starwood Resorts, Union Bay, Wynn Resorts, and Yves Saint Laurent.



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