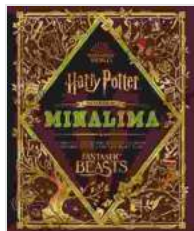


Celebrating the Graphic Design Studio Behind the Harry Potter and Fantastic Beasts Films



The Magic of MinaLima: Celebrating the Graphic Design Studio Behind the Harry Potter & Fantastic Beasts

Films by Lisanne Norman

★★★★☆ 4.6 out of 5

Language : English

File size : 2515 KB

Text-to-Speech: Enabled

Screen Reader: Supported

Print length : 752 pages



The world of Harry Potter and Fantastic Beasts is a visual feast, filled with enchanting designs, from the iconic movie posters to the intricate book covers. Behind these magical creations is MinaLima, a graphic design studio founded by Miraphora Mina and Eduardo Lima.

MinaLima's journey began in 2003, when they were commissioned to design the poster for the first Harry Potter film, *Harry Potter and the Sorcerer's Stone*. Their striking design, featuring a vibrant yet ethereal image of Harry on his broomstick, set the tone for the visual identity of the entire franchise.

The MinaLima Creative Process

MinaLima's design process is a collaborative one, with Miraphora and Eduardo working closely together to bring their visions to life. They draw

inspiration from a wide range of sources, including the books by J.K. Rowling, historical references, and their own imaginations.

One of MinaLima's unique strengths is their ability to combine traditional and digital techniques. They often start with hand-drawn sketches, which they then refine and enhance digitally. This allows them to create designs that have the warmth and character of traditional art, while also benefiting from the precision and versatility of digital tools.

Iconic Designs

Over the years, MinaLima has created some of the most iconic designs in the Harry Potter universe. These include:

- The movie posters for all eight Harry Potter films, each capturing the essence of the story and its characters.
- The book covers for the illustrated editions of J.K. Rowling's books, bringing the magical world of Hogwarts to life.
- The designs for the *Harry Potter and the Cursed Child* stage play, including the playbill, posters, and other promotional materials.
- The graphic props used in the films, such as the Daily Prophet newspaper, the Marauder's Map, and the Hogwarts acceptance letters.

MinaLima's designs have become an integral part of the Harry Potter experience, helping to define the visual landscape of the franchise and create a sense of immersive magic for fans.

Expanding into the Fantastic Beasts Universe

In 2016, MinaLima's creative talents were once again called upon for the *Fantastic Beasts and Where to Find Them* film. They were tasked with designing the movie poster, as well as a range of graphic props and promotional materials for the film. Their designs for the *Fantastic Beasts* universe were just as enchanting as their work on the Harry Potter films, capturing the whimsical and adventurous spirit of the new series.

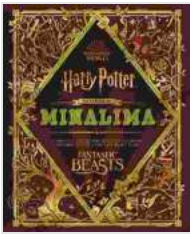
MinaLima's continued involvement in the *Fantastic Beasts* franchise is a testament to their exceptional creativity and their deep understanding of the magical world created by J.K. Rowling.

The Impact of MinaLima

MinaLima's graphic designs have had a profound impact on the Harry Potter and *Fantastic Beasts* franchises. Their iconic designs have helped to shape the visual identity of the films and books, creating a sense of immersive magic for fans around the world.

Beyond their work on the Harry Potter and *Fantastic Beasts* films, MinaLima has also created designs for other films and television shows, including *The Grand Budapest Hotel*, *The Shape of Water*, and *Paddington*. They have also collaborated with brands such as Burberry, Nike, and Coca-Cola.

MinaLima's success is a testament to their passion for graphic design and their ability to create designs that are both visually stunning and emotionally resonant. They have helped to define the visual landscape of the Harry Potter and *Fantastic Beasts* universes, and their work will continue to inspire and enchant fans for years to come.



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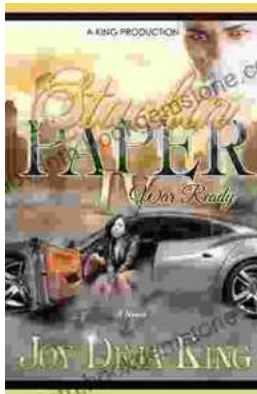
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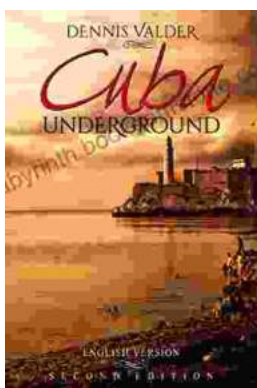
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