You see them everywhere. Movie posters are prominently displayed on billboards, in the lobby of your local movie theater, in magazines, on the Internet, and even on the sides of buses. But how often do you stop and think about the effects movie posters have on you?

It's important to remember that movie posters are advertisements. The goal of a poster essentially is to "sell" the movie—to make you want to see it. How does it do that?

1. The poster may have the movie title in a big and bold font.
2. Images of the movie's attractive actors are usually featured.
3. In addition, the actors' names are probably included somewhere on the poster to remind you that the movie has big-name stars.
4. Designs, colors, and fonts are used to appropriately reflect the mood and tone of the film.
5. The poster probably includes a catchy sentence or slogan that piques your interest and makes the plot seem intriguing.

The visual elements on a movie poster can convey powerful messages. The best posters may make you anxiously anticipate an upcoming release. The worst ones may not have a persuasive effect at all. By analyzing movie posters, you can gain a better understanding of the elements that effectively grab the attention of movie-goers and sell the movie's story—even before viewers see it for themselves.

Now's your chance to evaluate the best and worst movie posters you've seen. Choose two movie posters (they can be from any type of film, from the most current releases to older classics). Select one poster that you find visually interesting and effective and one that does not have a persuasive effect. Write a comparative analysis of both posters, explaining what you like and don't like about each one. Use the Answer the Questions to Consider for each film to help you write your analysis.

Questions to Consider
1. How is the movie title prominently featured? Is the text easy to read? Why is the font appropriate?
2. Are the main actors shown? If so, which ones? What do appearances and expressions say about the movie?
3. What is the overall design of the movie poster? How does it accurately reflect the mood and tone of the film?
4. What other images are included? What do you notice about the framing of the images?
5. What text is shown on the poster? Is there a catchy slogan? If so, what does it tell you about the movie's story?
6. Is there any other important information included on the poster?
7. Why do/don't you think this movie poster is persuasive?

Key Terms:

Framing
The positioning of objects, actors, and text within the frame of a poster to achieve a particular effect. For example, a movie poster for an action film might feature the main actor framed in such a way as to make him seem attractive, strong, and invincible.

Mood
The feeling created for a viewer by the director's use of details, music, and cinematography.

Slogan
A catchy and memorable phrase or sentence on a movie poster. An effective slogan should convey the mood, tone, and main idea of the film without giving too much away. It should capture viewers' attention and make them interested in the story.

Tone
The filmmaker's attitude as reflected in the movie—ironic, serious, and so forth.
CLASSIC MOVIE POSTER

KING KONG
FAY WRAY, ROB. ARMSTRONG, BRUCE CABOT, A COOPER, EDGAR WALLACE

Casablanca
CLAUDE RAINS, SIDNEY GREENSTREET

EVERYBODY'S TALKING ABOUT IT!
IT'S TERRIFIC!
ORSON WELLES

In new screen splendor...
The most magnificent picture ever!
GONE WITH THE WIND
CLARK GABLE, VIVIEN LEIGH, LEslIE HOWARD, OLIVIA de HAVILLAND

The Mercury Actors
JOSEPH COTTON, DOROTHY COMINGORE, EVERETT SLOANE, RAY COLLINS, GEORGE COULGERS, AGNES MOOREHEAD, PAUL STEWART, RUTH WARRICK, ERSKINE SANFORD, WILLIAM ALLAND

A SELZNICK INTERNATIONAL PICTURE • JACQUES FEUER • WARD McWILLIAM • MEHR AND FRIENDS, INC.
The elements of a movie poster:

- **The poster probably includes a catchy sentence or slogan that piques your interest and makes the plot seem intriguing.**

- **Colourful, dynamic and creative image that explains the basic premise or idea of the film in one simple visual image.**

- **Images of the movie's attractive actors are usually featured.**

- **The actors' names are probably included somewhere on the poster to remind you that the movie has big-name stars.**

- **Title of movie in appropriate font/colour/etc.**

- **Production Company**

- **Rating of film (audience)**

- **Website**

- **Credits (often in this order)**
YOUR TURN

You will create a movie poster for one of the following fictional movies. You may cast the movie any way you choose. The poster should communicate: a) the genre (comedy, action, horror, etc) b) who is in the movie (cast) c) consistent design or “look” for the concept that suits the genre or mood of the movie d) The title of the movie in an easy to read, professional-looking font that is appropriate to the mood, genre and overall design of the film e) other elements found on the sample film poster including the list of director, cast, writers, producers, film company, rating, website, etc.

Hand in a written component that explains your choices regarding the genre, cast, design choices, title font and colours.

Make the thing look professional. You may draw it yourself or you may use collage. Pay special attention to the writing and font. Trace sample alphabets carefully, avoid bubble lettering.

Create Two Rough Drawings on the first day to test out your ideas before you work on the good copy.

As you design your poster try to leave as little white space as possible. Keep it bright and vibrant.

**Film Titles To Use (pick one):**

- Bartleby Jones
- Escape Of The Carpenter
- Island of the Doomed
- Driver Eight
- Deadly Fan Club
- How To Get A Life
- Hand to Hold
- Hello Mr Fields
- Operation: Solar Fire
- The Sunny Time Gang
- Not Another Story
- The Apple Adventure
- Dangerous Chair
- Fearsome
- Fire and Brimstone
- Renegade Nuns on Wheels
- Little Mercies
- Hold the Insanity
- Rule of Law
- Astro Patrol
- Computronic
- Brain Drain
- Wipe Out
- Red Rain
- The Losers
- Card Men
- The Collectors
- Last Rocker

<table>
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<tr>
<th>Creativity/ originality</th>
<th>Level 1</th>
<th>Level 2</th>
<th>Level 3</th>
<th>Level 4</th>
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<tbody>
<tr>
<td>Woeffully unoriginal</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Incomplete, inappropriate, or just not clearly defined.</td>
<td>Some original ideas, but still derivative.</td>
<td>Appropriate character concepts to the genre stereotypes.</td>
<td>Excellent Creativity Lots of new ideas.</td>
<td></td>
</tr>
<tr>
<td>Incomplete or not Appropriate to the genre.</td>
<td>unclear or messy story That lacks details.</td>
<td>lacking character details, Action, conflict, etc.</td>
<td>characters, actions conflict and pacing suit the genre.</td>
<td></td>
</tr>
<tr>
<td>Not considered at all</td>
<td>some consideration</td>
<td>good consideration</td>
<td>excellent consideration</td>
<td></td>
</tr>
<tr>
<td>Not appropriate</td>
<td>somewhat appropriate</td>
<td>appropriate</td>
<td>very appropriate.</td>
<td></td>
</tr>
<tr>
<td>Many mistakes, sloppy And/ or incomplete</td>
<td>some errors that get in the way of understanding.</td>
<td>a few consistent errors Good presentation</td>
<td>very few errors excellent presentation</td>
<td></td>
</tr>
<tr>
<td>Not complete or clear Poor presentation.</td>
<td>somewhat clear or poorly Presented.</td>
<td>clear and well Presented.</td>
<td>very clear and nicely Presented.</td>
<td></td>
</tr>
<tr>
<td>Not appropriate/neat</td>
<td>somewhat appropriate/neat</td>
<td>appropriate/neatly done</td>
<td>very appropriate &amp; professional</td>
<td></td>
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</table>

**COMMENTS:**

Total: /100