

Film posters

What is the purpose of a film poster?



THE LORD OF THE RINGS

THE FELLOWSHIP OF THE RING

A L I E N



In space no one can hear you scream.

PRESENTED BY GARY BARBER PRODUCTIONS

A L I E N

© 1979 TWENTIETH CENTURY FOX

TOM SKERRITT SIGOURNEY WEAVER VERONICA CARTWRIGHT HARRY DEAN STANTON
JOHN HURT IAN HOLM YAPHET KOTTO

EXECUTIVE PRODUCER RONALD SHUSSETT PRODUCED BY GORDON CARROLL DAVID GILER AND WALTER HILL DIRECTED BY RIDLEY SCOTT
STORY BY DAN O'BANNON & RONALD SHUSSETT SCREENPLAY BY DAN O'BANNON MUSIC JERRY GOLDSMITH PANAVISION® EASTMAN KODAK COLOR®



RESTRICTED
Under 17 requires
parental accompaniment

PRINTS BY DELUXE®

70MM [X] [DOLBY DIGITAL]

MOVIE PICTURE SOUNDTRACK AVAILABLE ON 4TH CONCERT FOR NETWORK & TAPAL



WOLFE & BELL

JENNIFER LOPEZ

Fall in love.*
Get married.
Have a baby.

*Not necessarily in that order.

The Back-up Plan



UFG FILMS PRESENTS AN ESCAPE ARTISTS PRODUCTION "THE BACK-UP PLAN" ALEX GROSSMAN
PAUL CHRISTIAN OLSEN ANTHONY ANDERSON AND LINDA LAVIN WITH DAVID HARRIS AND RICHARD HICKS: LISA
WITH STEPHEN THOMAS WITH KAREN PATCH WITH PRISCILLA WOOD FRIEDLY WITH ALEC HAMMOND
ANDERSON JAVIER PEREZ MICHELLE KEE WITH RODNEY LIGER DAVID BLOOMFIELD WITH TODD BLACK JASON BLUMENTHAL STEVE TISH
WITH KATE ANGELL WITH RALPH POOL

COMING SOON
www.theback-upplan.com

Posters themselves have their own codes and conventions.





ROBERT DOWNEY JR. CHRIS HEMSWORTH MARK RUFFALO CHRIS EVANS SCARLETT JOHANSSON
ELIZABETH OLSEN ANTHONY MACKIE SEBASTIAN STAN DANIEL GILFILLAN JESSICA WENTZ

SHERIDAN CLARKE BEN CHADLER TOM HOLLAND THADDEUS J. RUSSELL PAUL BETTANY
BRIAN BAUTISTA RAY SALGADO J. J. ABRAHAM

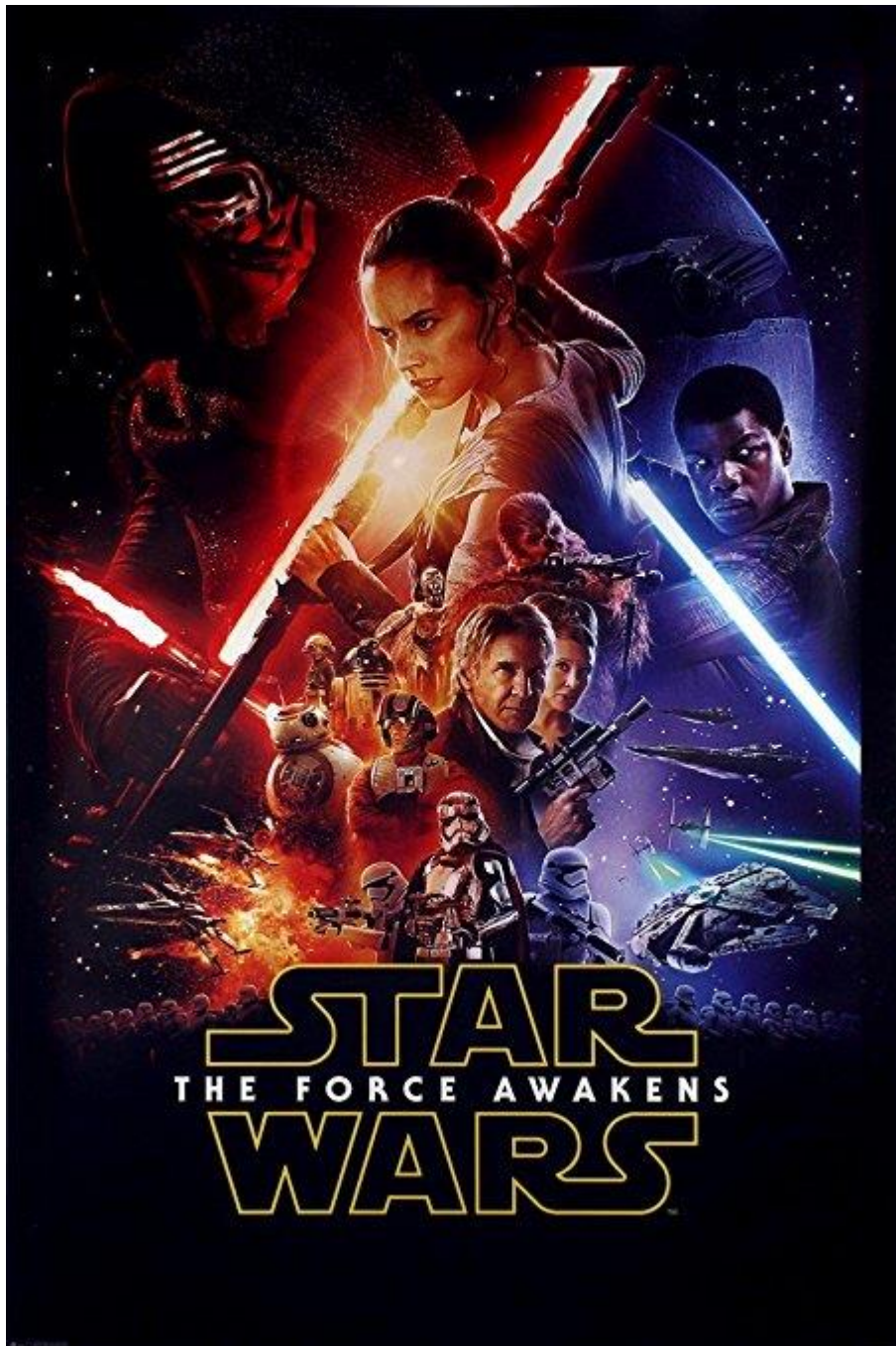
AVENGERS

INFINITY WAR

AVENGERS: INFINITY WAR. THE AVENGERS HAVE WON THE BATTLE OF WAKANDA, BUT THANOS HAS TAKEN HALF OF THE UNIVERSE'S LIFE. NOW, THE AVENGERS MUST TEAM UP WITH THE GUARDIANS OF THE GALAXY TO STOP HIM. THE AVENGERS: INFINITY WAR. THE AVENGERS HAVE WON THE BATTLE OF WAKANDA, BUT THANOS HAS TAKEN HALF OF THE UNIVERSE'S LIFE. NOW, THE AVENGERS MUST TEAM UP WITH THE GUARDIANS OF THE GALAXY TO STOP HIM. THE AVENGERS: INFINITY WAR. THE AVENGERS HAVE WON THE BATTLE OF WAKANDA, BUT THANOS HAS TAKEN HALF OF THE UNIVERSE'S LIFE. NOW, THE AVENGERS MUST TEAM UP WITH THE GUARDIANS OF THE GALAXY TO STOP HIM.

APRIL 27
IN REAL D 3D AND IMAX

Ensemble films have their own styles as well.



Broad Questions:

- What are the main colors used in the poster? What do they connote?
- What symbols are used in the poster? Do you need audience foreknowledge to decode the symbols?
- What are the main figures/objects/background of the poster? Are they represented photographically, graphically, or illustratively?
- Are the messages in the poster primarily visual, verbal, or both?
- Who do you think is the intended audience for the poster?

Persuasiveness:

- Which genre conventions are referred to?
- Is a star used as a USP?
- Are "expert witnesses" (ie critics) quoted?
- What pleasures (gratifications) are promised by the poster?
- How is attention gained (humour, shock, surprise familiar face of a star)?
- How does the tagline work? (humour, pun, alliteration etc?)

Institutions:

- How much does the poster tell you about the institutional context of the movie's production?
- How important is this information on the poster (think about information hierarchies)?
- How important a part of the whole marketing campaign is the poster? Where is the poster placed?
- How expensive was this poster to produce?

Critical Evaluation:

- Is it a good poster?
- Does it communicate effectively with the audience?
- Are there any alternative readings which might harm the message of the marketing campaign?
- Is the poster offensive in any way? e.g. representation

A Level Media Studies

Step Up Work

Film Poster Analysis and Research

- **Analyse** each of the film posters and use the **Broad Questions** on the slide at the end of the presentation to write a brief response.

You could also try to look more closely at Persuasiveness and Institutions, as well as forming a critical response

- **Research-** find a Film Poster that you find interesting in terms of how it communicates meaning to the audience.
- Write a full **Critical Evaluation** of your chosen poster using all of the ideas on the question sheet as a guide

This step up work should be brought to your first lesson in September and be prepared to share and discuss your choices