

# 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.

WARNER BROS. PICTURES PRESENTS

## A L I E N

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

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



PRINTS BY DELUXE®

THOMAS & MERTON

NO. 1 FOR PICTURE SOUNDTRACK AVAILABLE ON 4TH CONCERT FOR RECORD & TAPE



JENNIFER LOPEZ

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

\*Not necessarily in that order.

# The Back-up Plan



ESCAPE FILMS PRESENTS AN ESCAPE ARTISTS PRODUCTION "THE BACK-UP PLAN" ALEX ODONOHUE  
PAUL CHRISTIAN OLSEN ANTHONY ANDERSON AND LINDA LAVIN STYLING BY DAVID RABIN COSTUME DESIGNER RICHARD HICKS EXECUTIVE PRODUCERS  
STEPHEN THACKER PRODUCED BY KAREN PATCH WRITTEN BY PRISCILLA WOOD FRIEDLYN & BOB ALEC HAMMOND  
DIRECTED BY JENNIFER PEREZ PRODUCED BY ROBBIE ROONEY LIBER DAVID BLOOMFIELD EXECUTIVE PRODUCERS TODD BLACK JASON BLUMENTHAL STEVE TISH  
CASTING BY KATE ANGELD EDITOR BALAH POOL  
MUSIC BY ESCAPE FILMS

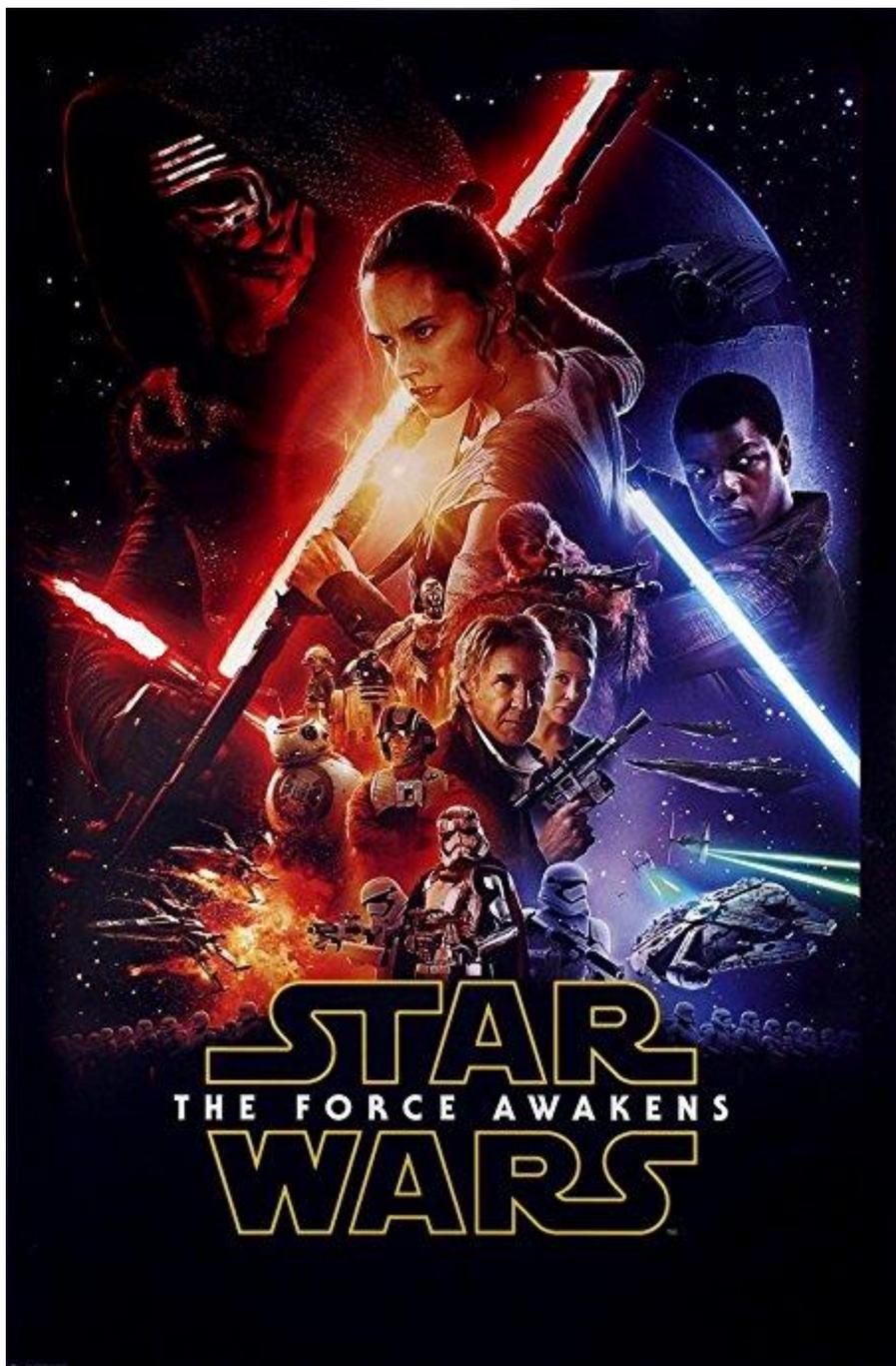
COMING SOON  
[www.theback-upplan.com](http://www.theback-upplan.com)

Posters themselves have their own codes and conventions.





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