

Viewing Film 1 – The Film Poster

1. In your groups, brainstorm the different places you can see posters advertising films. Compare the effectiveness of each site. Which is the most effective poster site do you think?
2. Choose a film that you have recently seen and enjoyed. Find a poster for this film, and paste it into your film notebook.
3. Identify the following elements from the chosen poster:

Film title:

Film director:

Leading cast:

Tagline:

Age classification:

Target audience:

4. What other information is conveyed through the poster's text?
5. What does the imagery tell you about the story, characters, or type (genre) of film?
6. Imagine you work for the marketing team for this film. Would you use this poster to promote this film, or would you change anything? Explain your answer.
7. Design a film poster of your own! Choose a film that you have seen recently and design a poster to attract two of the following audiences:
 - a) teens
 - b) families
 - c) men
 - d) women
 - e) general audience

Include all the elements outlined in Q3 above.