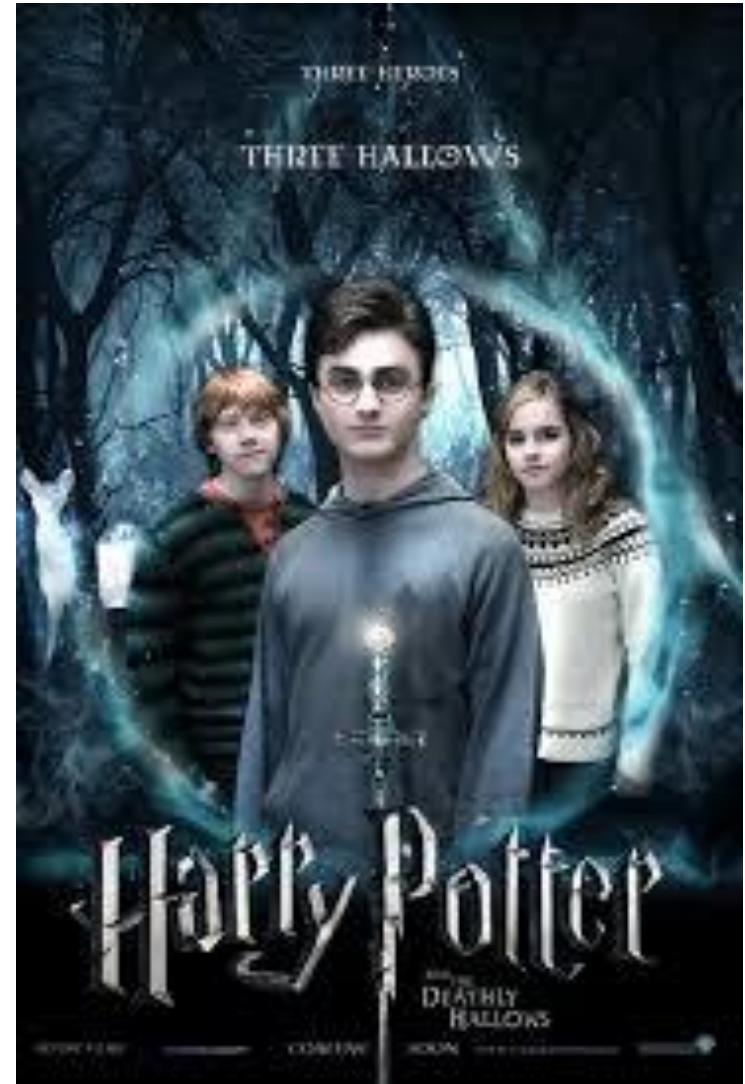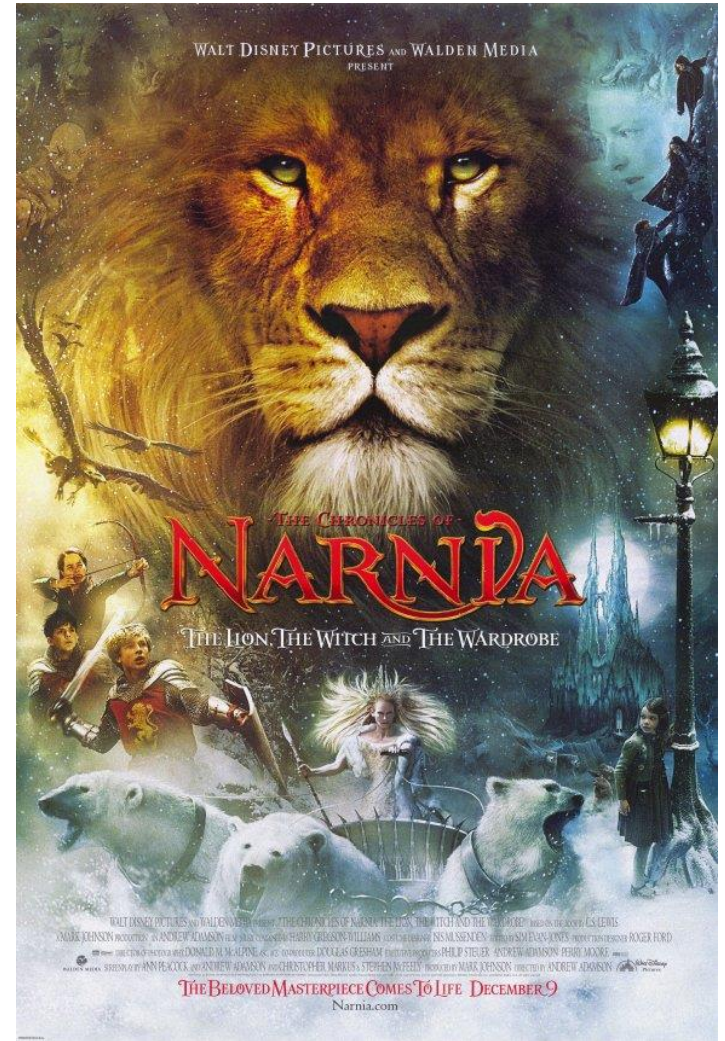Movie title stands out- stylized font

Harry is placed as the main character – out in front
Supporting characters in background

Theme, characters, setting all included!

Notice the cast of actors along the top of the movie poster?

The movie title is the most obvious and pronounced text.
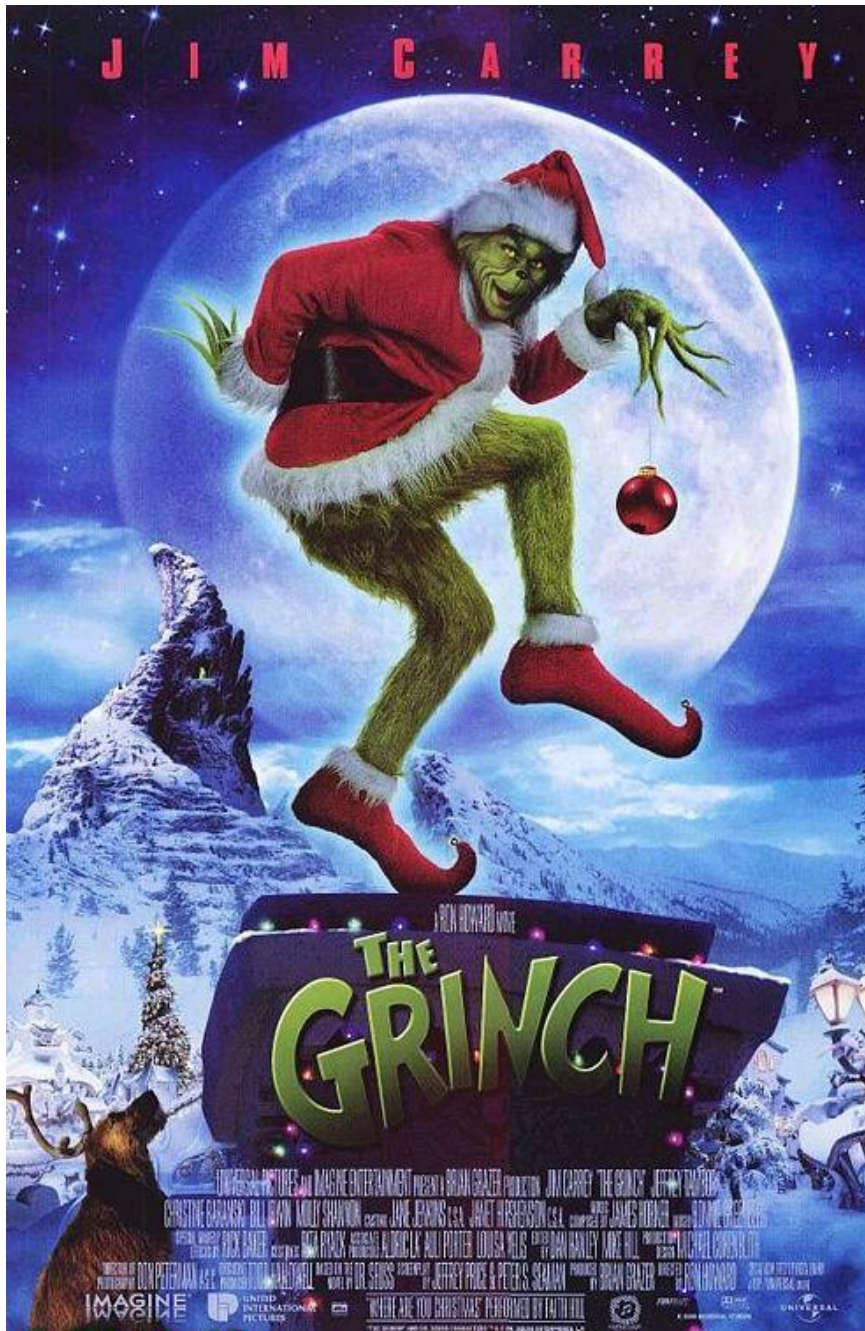
The release date: May 4

This poster is a great example of foreground and background use.

It includes characters and settling.

Movie tagline:
The story of a nobody who saved everybody.

Writer, director, additional info found in credits - centered at the bottom of the movie poster.

Your turn…

What do you notice?

Who is featured on poster? Anyone else?

Font of title?
Theme/Feeling?

- Tagline

- Title Font

- Release Date

- Characters

- Setting

ELEMENTS OF A GREAT MOVIE POSTER DESIGN

1. ATTENTION – JUMP OUT FROM THE WALL.

2. ICONOGRAPHY – SHOWING WITHOUT TELLING.
Presenting the themes in the film without resorting to flat out saying what it's about.

3. INTEREST – CREATE EXCITEMENT TO SEE THE FILM.

4. APPEAL – CREATE DESIRE WITH FANS AND NON-FANS ALIKE.

5. STYLE – A LOOK THAT'S CONSISTENT WITH THE FILM.

6. LASTING APPEAL – A LOOK THAT SUITS OTHER FORMATS.

NAME **SURNAME** NAME **SURNAME** NAME **SURNAME** WITH NAME **SURNAME** AND NAME **SURNAME**

TAGLINE

CRITIQUE
MOVIE CRITIC, PUBLICATION

CRITIQUE
MOVIE CRITIC, PUBLICATION

LOGO FESTIVAL
(FESTIVAL AWARD)

FROM THE DIRECTOR OF
A FILM
AND THE PRODUCERS OF
OTHER FILMS

CRITIQUE
MOVIE CRITIC, PUBLICATION

CRITIQUE
MOVIE CRITIC, PUBLICATION

LOGO FESTIVAL
(FESTIVAL AWARD)

THE TITLE

A FILM BY **THE DIRECTOR** BASED ON THE NOVEL BY **THE WRITER**

PRODUCERS IN ASSOCIATION WITH OTHER PRODUCERS A PRODUCTION FROM THE PRODUCERS PRESENTS "THE TITLE" ACTOR I ACTRESS I ACTOR II ACTRESS II ACTOR III ACTRESS III
CASTING BY CASTING CREW COSTUME DESIGNER COSTUME DESIGNER PRODUCTION DESIGNED BY PRODUCTION DESIGNER DIRECTOR OF POST PHOTOGRAPHY DIRECTOR OF PHOTOGRAPHY CO-EXECUTIVE PRODUCER CO-EXECUTIVE PRODUCER
EXECUTIVE PRODUCER EXECUTIVE PRODUCER CO-PRODUCERS CO-PRODUCERS DIRECTOR OF PHOTOGRAPHY PRODUCER WRITTEN BY WRITER DIRECTED BY DIRECTOR

PRODUCTION LOGO I PRODUCTION LOGO II SPONSOR LOGO ORGANIZATION LOGO SOUND LOGO DISTRIBUTED BY DISTRIBUTOR LOGO

SOCIAL MEDIA LOGO #THETITLE

MONTH.DAY.YEAR
IN THEATERS AND **BIG THEATERS**

WWW.THETITLETHEMOVIE.COM

Just Announced: Silverwing to become major motion picture!

Kenneth Oppel needs your help to design the movie poster for the much anticipated winter blockbuster – Silverwing!

In order to submit the best movie posters possible, Kenneth Oppel has given us some criteria to follow.

He has asked that each movie poster include:

The movie title- Silverwing in a stylized font

An original movie tagline – you must create a memorable phrase that will sum up the tone and plot of the movie *look at examples on PPT

The movie release date

The writer - Kenneth Oppel

The director - You (This is how you get your name on the front of the poster ☺)

The cast/actors – what actors will be doing the main characters' voiceovers

The visual appeal of the poster picture – a poster that represents the storyline, the different characters, the excitement experienced, and the theme of Silverwing   *look at examples of good movie posters on PPT

The movie poster follows the traditional movie poster layout *See example on PPT*	**1 2 3 4**
The pictures and all of the poster text has been fine lined	**1 2 3 4**
The poster is completely coloured in (minimal white space)	**1 2 3 4**
The poster includes at least 3 characters (two + can be in the background)	**1 2 3 4**
The poster visual includes at least 1 of the story settings (I.e. Tree Haven, the city, any of the landmarks, etc.)	**1 2 3 4**

Poster Write-Up Criteria

Attached to your movie poster please include the following:

1. **Summary**

A brief summary of the story (approx. 200 words). Be sure to include the main events and leading characters. Remember a summary is supposed to be brief, basic, and cover the most important things- don't worry about the details ☺

2. Character Study

A paragraph describing one of the main characters. The paragraph should describe physical appearance as well as the character's personality traits. Be sure to support you're work with examples from the text. Use the graphic organizer provided to you as an outline/draft.