Creating a Horror Movie Poster

For this assignment, you need to design a movie poster that demonstrates your understanding of the **CONVENTIONS** of the **HORROR GENRE.**

You need to include these in your poster to create a **PROFESSIONAL** poster as part of a campaign.

Possible Things to Include:

- **A title (made up)**
- **A main image that shows something about the film**
- **A review**
- **A tag line -**
    - *A Nightmare on Elm Street* – **"Don't go to sleep or you'll wake up dead!"**
- **Production details (director, producer, etc)**
- **The stars' names**
- **Release date**
- **A quote from a newspaper critic**
- **A Rating**

There are *many* ways to make your poster interesting and to catch your public's eye. Think about the posters you see for movies. How do they get you to go and see the film?

You may use images from the internet as long as you give credit to the source. Do not however use images that have been part of existing horror films. **Extra credit will be given for original artwork or original photography.**

You will also need to **WRITE AN EVALUATION** explaining why you made the decisions you did in your design. See back.

Creating Your Poster Evaluation

Purpose: To show why you made the poster the way you did.

It should show that you have thought carefully and creatively about what you have put on your poster and what you know about creating a horror film ad.

Here is an *example*. It only needs to be around 250 – 300 words.

The horror genre is one of the most recognizable genres for film posters. There are many conventions that people associate with this type of film. I have chosen to create a poster for *The Hills Have Eyes*. I think my poster is quite shocking; it will definitely get people's attention.

I have put a picture of a mysterious hand holding down a screaming a face. The woman looks in pain and people will remember this image. It might even be considered controversial. I know that horror fans are expecting and believe people will remember this image. They can automatically tell it is a horror film because of this photo.

I think the best thing on the ad is the choice of font, especially in the "UNRATED" writing. I have made it look like it is written in blood. It could be the blood of the victim. It looks like a crazy person has written it too. People will like this and it will stay in their mind. It also stands out against the yellow background.

The feel of the ad is very dirty, as if it is covered in horror and has been hidden away for a long time. This fits in with the story. I want it to look like you can almost smell this poster; it is so stinky and horrible.

Of course, I want people to remember the name of the film, as that is what people need to do to go and see it. I wrote it in a standard font, so it looks plain against the other writing. It is also in capitals to get attention.

I think my poster is successful because it gets the job done and people will remember my film. Ideally, lots of people will go and see it and it will make lots of money.