

Movie Poster Analysis**Movie Title:****Your Name:**

What are the main colors used in the poster? What do they connote?

Does the poster accurately reflect the mood and tone of the film? Explain.

What symbols are used in the poster? Does the audience need foreknowledge to decode the symbols?

Are the main actors shown? If so, which ones? What do their appearances and expressions convey about the movie?

What are the main figures/objects/background of the poster?

Are they represented photographically, graphically, or illustratively?

Is the movie title prominently featured?

What is the tagline?

How does the tagline work? (humor, pun, alliteration etc.)

Is the text easy to read?

Are the messages in the poster primarily visual, verbal, or both?

Who do you think is the intended audience for the poster?

Which genre would this movie fit? How do you know?

How is attention gained? (humor, shock, surprise, familiar face of a star, etc.)

Is it a good poster? Why do/don't you think this movie poster is persuasive?

Are there any alternative readings which might harm the message of the marketing campaign? Is the poster offensive in any way? Explain.

Analyze the following qualities of the poster:

Line-

Shape –

Space –

Framing –

Angle –

Lighting –