

## Independent Reading--Movie Poster Assignment

This assignment is designed to illustrate your reflection on a book you read for independent study.

Consider a wide variety of movie posters and what makes them effective. Look at color, title placement, and what can be learned about each movie, based on the images and what little text is included. Consider mood, composition and design as effective communicators.



### Requirements:

- Poster should be aesthetically pleasing that clearly represents an ABSTRACT theme of the book.
- MAXIMUM of 4 Graphics—which may convey setting, mood, and abstract concept
  - Have a central image
  - Give photos of main actors
- Movie Title and Tagline
  - A tagline is a variant of a branding slogan typically used in marketing materials and advertising. The idea behind the concept is to create a memorable phrase that will sum up the tone and premise of a brand or product (like a film), or to reinforce the audience's memory of a product.
  - Examples of famous movie/television taglines are:
    - Be afraid. Be very afraid. – The Fly
    - In space no one can hear you scream. – Alien
    - Just when you thought it was safe to go back in the water... – Jaws 2
    - A long time ago in a galaxy far, far away... – Star Wars
- Release Date, Directors, Top Three Actors (these should be real life movie stars and directors)
- Rating and why
- Color Scheme (Soft/Muted, Bold etc)
- Focal point of the design (Foreground/Background layout)
- Whether you draw the work yourself or create it in design software, the work needs to be original (but not the images)
- All poster should be 27" x 40" but must be at least 22" x 28"
- Compositions must be original and well balanced.
- Once poster is complete, students must present their work to the class as well as create a write up of their choices (at least two typed paragraphs (well written, with complete sentences) including as much detail as possible.

#### 1. Rubric:

A. Thoughtful layout and use of color
B. Has the required elements including background, central image, tagline, title, and actors, director and rating etc.
C. Color, images, font, and tagline relate well with overall story
D. Actors, director, and rating make solid sense
E. Write up is well written and provides complete explanation for all choices.

## Movie Poster Design Worksheet

Name: \_\_\_\_\_

Movie Title: \_\_\_\_\_

Movie Type: \_\_\_\_\_

SubType (Comedy, Drama, Action, Horror, Romance etc) \_\_\_\_\_

Main Character[s] \_\_\_\_\_

Actor/Actress Name: \_\_\_\_\_

Casted Name: \_\_\_\_\_

Other Characters (if necessary):  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Setting (where does the movie take place?) \_\_\_\_\_

Time Period: \_\_\_\_\_

“Mood” you wish to convey: \_\_\_\_\_

Color Scheme (soft/muted, bold/vibrant) etc

Foreground/Background (what do you want to be the focal point?)

\_\_\_\_\_  
\_\_\_\_\_

Tagline Ideas: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Abstract Concept Ideas and Possible Images :

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_