

Poster Design

Promoting Film

1. When Advertising, You Must Persuade A Target Audience

Target Audience: the target audience is a particular group at which a product is aimed.

Consider:

- Age
- Gender
- Interest
- Culture
- Geography
- Socioeconomic status

Who is the Target Audience for each different ad?



How Do I Persuade A Target Audience?

Use Ethos, Pathos, and Logos:

- Ethos is an appeal to credibility. Movie posters use famous actors or the name of a well known director to persuade a target audience that the movie has credibility.
- Pathos: an appeal to emotion. This could be an appeal to pride, fear, desire, etc.
- Logos: this is a logical appeal

Use Persuasive Techniques:

Bandwagon

Patriotism

Repetition

Bribery

Testimonial

Weasel Words

False Transference

Humour

Rhetorical Question

Avant Garde

Ethos, Pathos, and Logos

Chilled Orange Peach Mango Juice



Description

This intense combination with mangoes, peaches and oranges will take you for a walk on the wild side of adventurous fruit flavor.

Ingredients

Ingredients

Persuasive Techniques

In Film and Documentaries

Ethos

- Famous actors are featured clearly
- Quote from USA Today featuring loaded words “winning, hilarious and heartwarming”.



Pathos

- Emotional Appeal:

Loaded words: “irresistible”

Weasel Words “world’s
No.1 Award Winning”

“You will laugh and cry”



Logos

Using scientific facts and advertising by offering solutions to real problems.

False Transference:
watching this film will save
the world.

BUSINESS INSIDER

**GORE ON WHY HE
MADE A SEQUEL:**

"Extreme weather
events are way
more frequent and
destructive now"

an inconvenient sequel
TRUTH TO POWER

"We've got
solutions now."

an inconvenient truth
A FILM BY MICHAEL MÜLLER

The image shows two movie posters for the documentary 'An Inconvenient Sequel: Truth to Power'. The top poster features an hourglass with a blue and white globe in the upper bulb and a dark, industrial landscape with smokestacks in the lower bulb. The bottom poster shows a dark, stormy sky with a full moon and a silhouette of a factory with smokestacks. A white arrow points from the text 'Extreme weather events are way more frequent and destructive now' to the top poster.



2. When Advertising, You Must Consider Layout:

- Use an image that is simple and eye catching as the central focal point.
- Use an effective background and use colour intentionally. *Here, the flashy gradient background (an increase or decrease of colour), head-and-shoulders character pictures, and the repetition of colour (white) are simple and effective. The colour white ties the various items in the poster together.*
- Layer images and text using font size and colour to guide the reader's eye from what is most important to the target audience to what is least important.

Purpose:

SIN CITY MOVIE POSTER

Key Image:

This poster is to advertise the film, but also shows who the film is directed by, who stars in it and who the special effects are by. But it does still look modern.

Colour:

Red, black and white colours are used. The red lips of the woman stand out within the picture because of everything else around her being in black and white except for the film title itself. This draws the eye in to look at the surrounding detail in the poster also.



The poster depicts an action film. The large gun the woman is holding ready to fire proves this to us, but the feminine touch of the red edited lips lead us to believe maybe this film has an air of romance, passion or just simply death about it too.

Background:

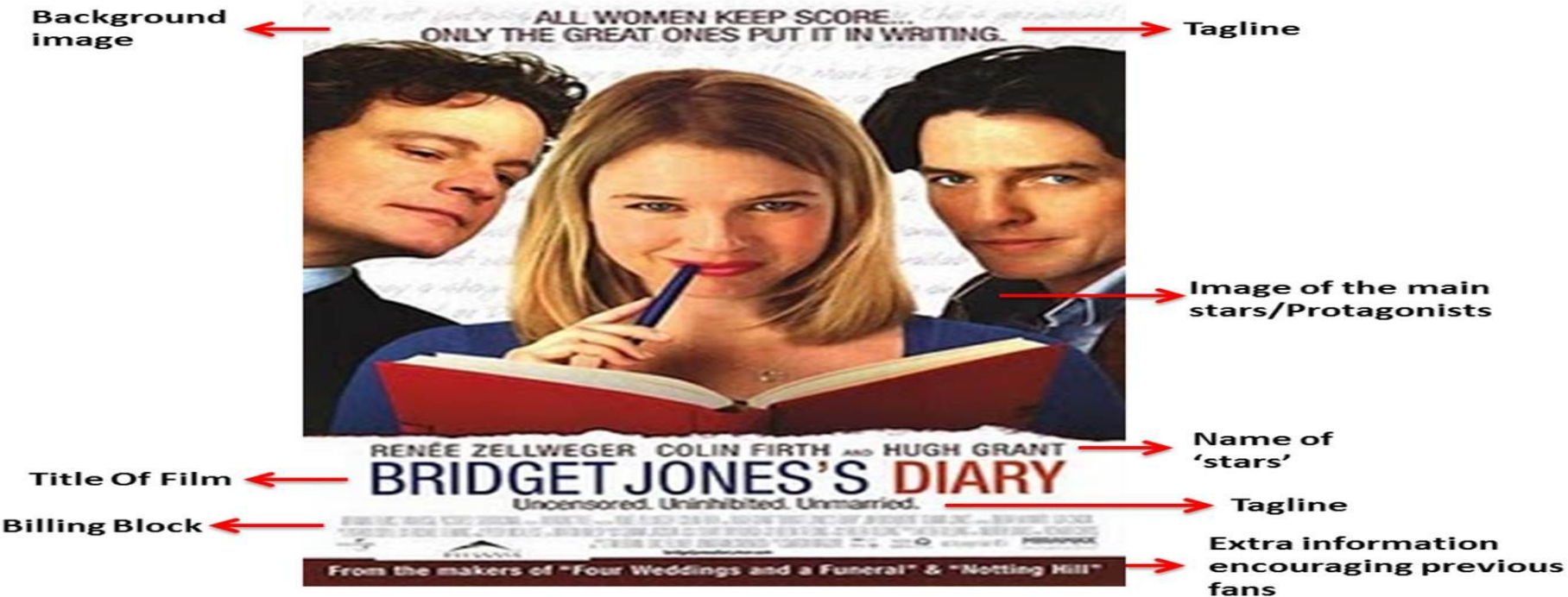
In the background of the poster we can see a brightly lit city, which matches the title of the film, so it lets us know where the film is going to take place, it is dark and raining.

3. When Advertising, You Must:

Include elements of the film as part of our design. Communicate an important element of setting, plot, theme, genre, and/or atmosphere by using colours and images purposefully.

Based on this poster, can you make predictions about the story elements listed above?

4. Include Production Elements common to All Movie Posters: Title, Tagline, and Billing Block



Tagline: a catchphrase or slogan, especially as used in advertising, or the punchline of a joke.

Billing Block: This is the information about the movie's production. See the following link for detailed information about what to include in a billing block.

<http://www.nytimes.com/interactive/2013/02/24/opinion/sunday/ben-schott-movies-billing-blocks.html>

Read the following article to understand how to use colour effectively when marketing a film

[Colour in Advertising](#)

<https://www.six-degrees.com/pdf/International-Color-Symbolism-Chart.pdf>

Show Your Understanding:

Copy the following questions into your English booklet. You will be expected to answer them using the RACE response format after viewing the movie poster to follow.

Questions:

1. Who is the target audience? Support your answer using specific evidence from the text.
2. Does this movie poster use persuasive techniques effectively to appeal to its target audience? Explain why or why not with evidence from the text.
3. Does the movie poster use effective images and colours? Why or why not?
4. Does the movie poster have an effective layout? Why or why not?



GOLDEN GLOBE

WINNER

BEST ORIGINAL SONG

THIS IS ME

A movie poster for 'The Greatest Showman'. The central figure is Hugh Jackman as P.T. Barnum, wearing a red and black military-style jacket with gold braiding, smiling broadly and holding a cane aloft. In the background, other characters are shown in various poses: a woman in a purple dress and a man in a white shirt and green pants are dancing; a woman in a blue dress is on the left; and a woman in a white and blue dress is on the right. The background is a dark blue with light rays and falling confetti.

THE
GREATEST
SHOWMAN

IN CINEMAS NOW

GreatestShowmanTickets.co.uk



Assignment

- Read the story “Lamb to the Slaughter”
- Answer this question using a proper short answer response (RACES): Who would be the best target audience for this story if it was turned into a film?
- Create a movie poster that includes all of the elements in the checklist provided.
- Due _____
- You may use a template from this site to help if you are not artistically inclined.

<https://www.postermywall.com/index.php/g/theatre-posters#>

<https://www.canva.com/templates/posters/movie/>

Checklist for the Elements of a Movie Poster

1. Appeals to the target audience and there is a rationale to support why and how.
2. Psychological Appeal: Ethos, Pathos, Logos
3. Persuasive techniques
4. Layout
5. Colour
6. Film content communicated through the image
7. Title, tagline, credits
8. Billing Block

★ **Reflect on the poster you created.**

★ **Answer the following questions using RACES.**

Remember be specific with your references to the poster and your inclusion of course content.

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3. Does the movie poster use effective colours? Why or why not?
4. Does the movie poster have an effective layout? Why or why not?