# Film trailers and posters
## Creative task

Create a **film poster** for a **new film** which is aimed at the **teenage market**.

**Complete the following tasks:**
- ▶ Choose a **genre** and **title** for your film.
- ▶ **Explain** why you have chosen this **genre** and **title**.
- ▶ Explain **three elements** that will appear on your film poster.
- ▶ Plan the **layout** of your poster. **Label** your layout.
- ▶ Explain how the poster will **appeal to** your **target audience**.
- ▶ Apart from the film poster you have designed, suggest **further ways** in which your film will be marketed to reach your intended audience.
- ▶ Pitch your design to class.

**Creating a film poster:**
- ▶ The **title** and **genre** should be clear at a glance.
- ▶ Use a single strong **image** that shows the problem or **narrative** conflict.
- ▶ The **colours** should indicate the **genre** and be limited in range.
- ▶ Follow the **conventions** of film posters in terms of **key features** and **layout.**

## Evaluate your design



Remember this simple formula:

► Does your poster grab **attention**?
► Does it generate **interest**?
► Does it create a **desire** to see the film?
► Does it **attract** audiences and generate **action** – a decision to see the film? [AIDA]