What Makes a Good Film Poster?

FOR THIS GAME YOU WILL NEED:

- A pencil or pen to write with.
- Coloured pencils or pens and a large sheet of paper to create your own poster.
- Access to the internet.

ACTIVITY: WATCHING

Where do you normally see film posters?

1. 
2. 
3. 

A distributor advertises a film, the distributor for *The BFG* is Entertainment One and the distributor for *Mandela: Long Walk to Freedom* is Pathe. You can find out more about what distributors do on the Film Distributors’ Association website www.launchingfilms.com

What do you think a distributor wants to achieve when they are deciding where to put their film posters?

Look at the posters and draw lines to the list to analyse how the distributor has chosen to advertise the film.

- In cinemas date
- A quote from a member of the public
- A picture that tells you about the story
- Star power – the names of the lead actors in large latters
- A tagline
- A picture that tells you about the genre
- Star power – an image of the lead actors
- A quote from a film critic, newspaper/magazine or website

What main differences can you see between the posters? Why do you think there are some differences?

What appeals to you most when you look at a film poster?

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Think about a film you really like or a film you have watched recently in film club, find the poster on www.imdb.com

The film I have chosen is __________________________________________________________

What appeals to you most when you look at a film poster?

- storyline
- the stars
- genre
- what critics think
- what the public think
- awards the film has received
- links to other popular films (same director, studio, actors)

Now that you have viewed the film, is there anything that surprises you about the poster?

_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________

Are there different versions of the poster for different countries on www.imdb.com? Why do you think a film poster might be different in different countries?

_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________

- Take a piece of paper and design an alternative poster for the film, including everything that you think is most important to encourage people to watch it.
- Think about who would enjoy this film the most and which parts of the poster would be most useful for them.
- You may like to use the Film Poster Template.