



ACTIVITY:  
WATCHING

INTO  
FILM  
CLUBS

## What Makes a Good Film Poster?

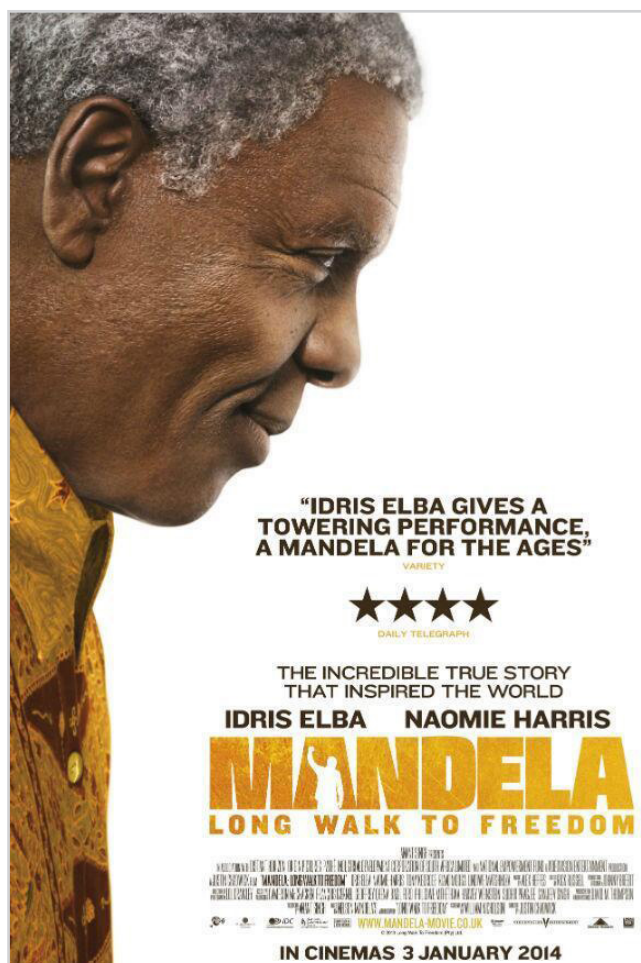
### FOR THIS GAME YOU WILL NEED:

- 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.

Take a look at the posters for the films *The BFG* (2016)  
and *Mandela: Long Walk to Freedom* (2013).



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### 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](http://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 letters
- 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?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



Think about a film you really like or a film you have watched recently in film club, find the poster on [www.imdb.com](http://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?**

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**Are there different versions of the poster for different countries on [www.imdb.com](http://www.imdb.com)?  
Why do you think a film poster might be different in different countries?**

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- 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.