Media, Year 10 **TASK 2: Movie Poster**

Semester 2.

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**TASK DESCRIPTION:**

**Part A:** Students will produce a professional standard movie poster.

Paramount Pictures are about to release a number of blockbuster movies and have approached you to design a movie poster for them. They are releasing five new films in the following genres:

Science Fiction, Western, Action, Comedy, & Musical

Choosing one of these Genres you must create a poster of a professional standard that includes the following:

(a) A Headline (Title of the film, perhaps stars names)

(b) One main image (that helps tell the story)

(c) Brief text (perhaps a quote or a tag line description of the film's theme or central idea)

(d) Background Graphic elements (colour scheme and graphic design that align with the chosen genre)

(e) Credits and Logos

Remember to KEEP IT SIMPLE. Professional poster designers know they must grab people’s attention quickly and communicate the core idea of the film efficiently. When designing a poster, the advertising agency often tries to reduce the theme of the film to one or two very short sentences (a log line). The poster is then built up from there. Before you begin you must work through the pre-production prep sheet and email it to your teacher.

**TASK REQUIREMENTS:**

1. Brainstorm ideas in your visual diary
2. Complete drawings and sketches in your visual diary before even opening Photoshop - consider the following
	* Technical codes (camera angles, lighting...)
	* Symbolic codes (objects, colour, posture, costume, action...)
	* Written codes (name of production, actors' names...)
3. Create a professional standard film poster using Adobe Photoshop
	* Specs: 27 x 40 inches | 300dpi resolution
4. You could also include a logo made in Adobe Illustrator
5. You must include digital photographs of classmates (or yourself!), as the star in the production.

**TASK 2: Movie Poster MARKING KEY**

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| CRITERIA | Result |
| Media Ideas: Planning and Audience Identification |
| Preparation document is complete identifying the attributes of the specific target audience in detail. | 9-10 |
| Preparation document is complete identifying the attributes of the specific target audience. | 7/8 |
| Preparation document is complete identifying the general target audience. | 5/6 |
| Preparation document shows little thought and is largely incomplete. | 3/4 |
| Preparation document shows no thought and is incomplete. | 1/2 |
| Media Skills: Use of Media Software and Technology |
| Poster is exceptionally designed and contains all of the attributes of a professional movie poster. | 9-10 |
| Poster is well designed and contains all of the attributes of a professional movie poster. | 7/8 |
| Poster is well designed and contains most of the attributes of a professional movie poster. | 5/6 |
| Poster contains some of the relevant attributes of a professional movie poster. | 3/4 |
| Poster does not contain the relevant attributes of a professional movie poster. | 1/2 |
| **Media Responses:** Evaluation of Work  |
| Self-evaluation demonstrates perceptive analysis of strengths and weaknesses of the production. | 5 |
| Self-evaluation reflects on some of the strengths and weaknesses of the production. | 4 |
| Student’s self-evaluation suggests some of the strengths of the production. | 3 |
| Self-evaluation is generally completed at a satisfactory level. | 2 |
| Self-evaluation has little thought or not completed. | 1 |