

Film Poster Design Color in Film

Procedure: Choose two target audiences or film genres appropriate to the film that you analyzed for the midterm. Determine the color palette necessary to advertise the film to both of these genres/ target audiences.

Create two different posters. The designs should be non-figurative or minimally figurative and use color to relay the message of the film.

Create a palette of the colors used in each design and write a brief analysis of why they were selected.

Text must include the title only. Poster dimensions are 5x7 inches. Mount on black board with color palettes and descriptions for full credit.

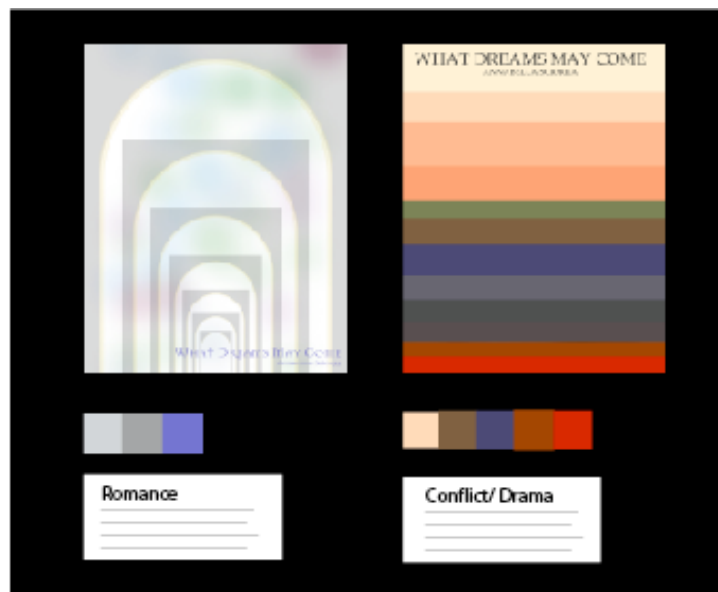
Materials: any media on Bristol Board

Film Genres:

Horror
Science Fiction
Romance
Action/ Adventure
Drama
Comedy

Target Audiences:

Young Children (G)
Pre-Teen (PG)
Early Teen (PG-13)
Mature (R)
Male/ Female
Special Interest



Student Examples *What Dreams May Come*

thumbnails due: week 9 (5 points)

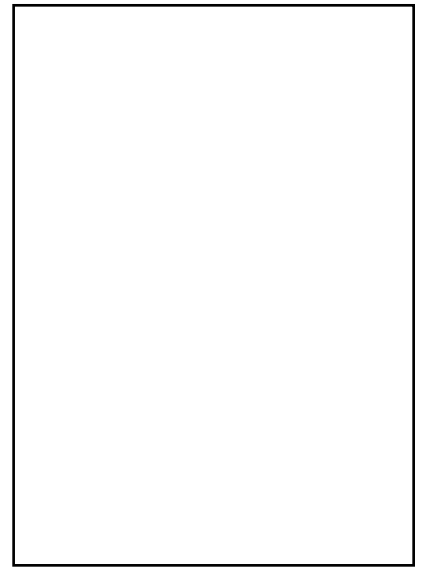
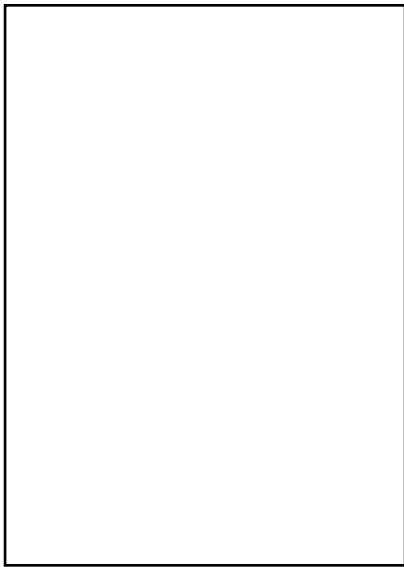
final project due: week 11 (15 points)

Film Poster Thumbnails

Brainstorm design ideas for two genres or audiences present in your film. Think about how simple shapes, layout and color might influence people to attend the film. **Color each thumbnail** to get an idea of how color will work in each design.

Name of Film:

Name of Genre or Audience 1:



Name of Genre or Audience 2:

