

Btec Media: Summer holiday preparation work:

1. Watch a film of your choice over the summer.
2. Find a film poster that was used to promote that film. Save it onto a document, or print it out making sure there is some space around it.
3. Annotate the paper identifying the ways that the film poster is promoting the film.
Consider:

How the image(s) used give the audience some insight into what the film is going to be like

Which genre the film belongs to.

How the name for the film, and the fonts used help to portray a specific image for the film

Who do you think is the audience targeted by the film makers? Give an age range, and briefly describe the audience in terms of their lifestyle.

Aim to write 250 -400 words.

For an example of how to do it see the next page:

Film Poster analysis for Boss Baby:

The film poster uses animated imagery to indicate that the film is an animation.

There is a blue colour scheme to portray the idea of childhood or babies, and also masculinity.



The combination of the oversized babies head with black and white suit is unusual and supports the name of the film- 'Boss Baby'.

The film is a comedy.

The film name and use of strong, bold blocky fonts represents the concept of combing the characteristics of being a 'boss' or manager with being a baby. This is reinforced by the adapted shape of the O of Boss, which makes the shape of a baby's head, and the A of Baby, which has the shape of a tie.

I think the audience targeted for this film is very large. This film has been made by a large media company, and the main star, Alec Baldwin is very well known as a comedy actor. I think the film would appeal to an audience between the ages of 10-50, both men and women, and from a range of lifestyles, although most likely watched by middle class families. The film has a U certificate meaning that it could be watched and enjoyed by children of any age without any issues with language, swearing or violence.