**Analysing Film Posters**

**Image**

Think about what is shown in the image—people, places, action,

1. Describe the mise en scene in the image COSTUME, LIGHTING, ACTION, MAKE-UP/HAIR, PROPS , SETTING
2. What do you think is the story of the film? How does the image help you understand the story?
3. What do you think are the selling points of the film (actors, special effects, genre etc.)? How does the image help to highlight these?

**Tagline**

1. How does the tagline fit with the image? What does it tell us about the movie?
2. What is the certificate of the film? What does that tell us about the target audience?

**Layout**

1. What takes up the most space on the poster? Why do you think this is?
2. Where has the title been placed? How big is it in comparison to other text on the page? What effect does this have
3. Where is the tagline—how important is it?

**Institution**

1. What companies were involved in making and distributing the film?
2. How is this made clear to the audience?