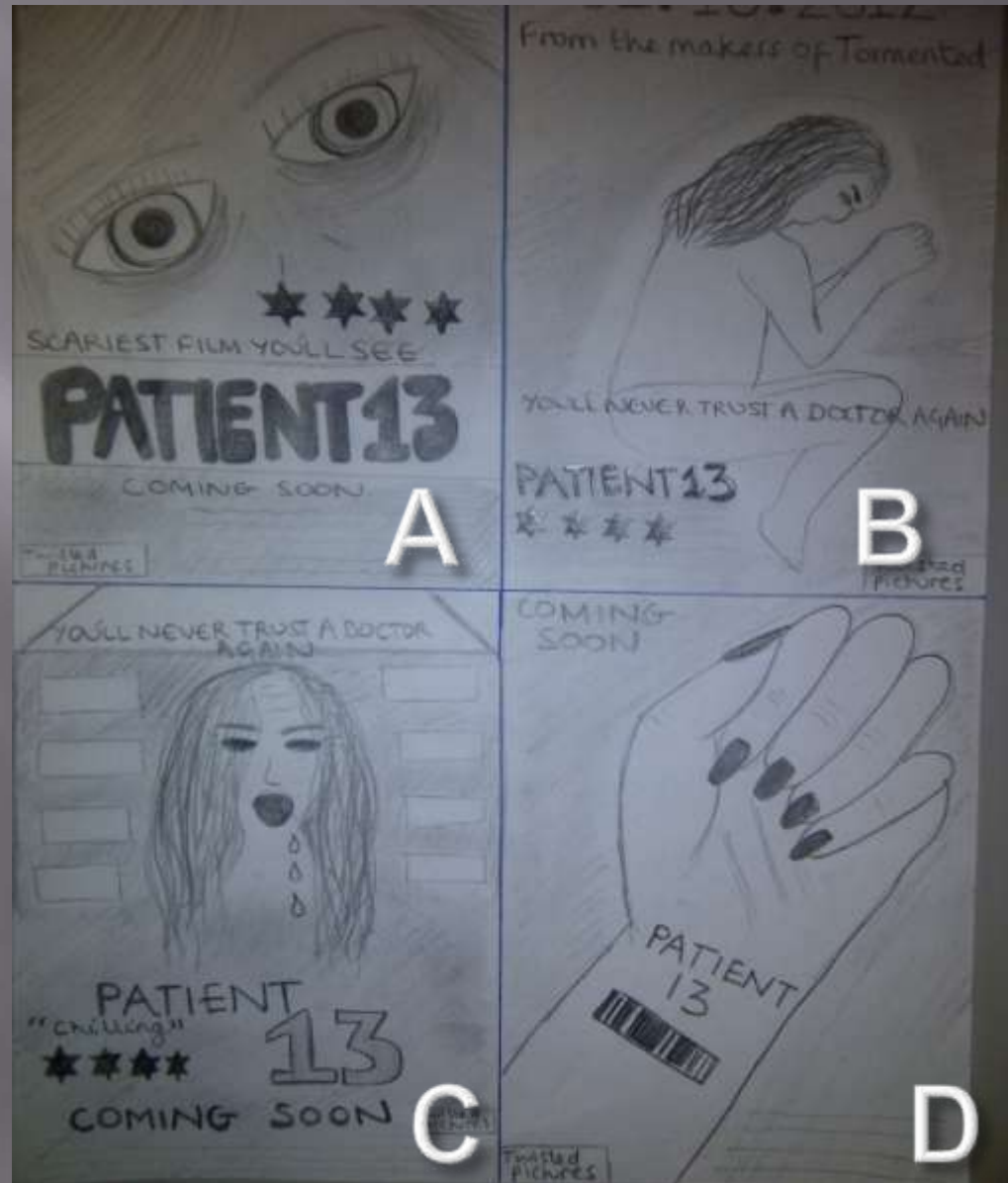


PRE-PRODUCTION

for Film Poster

Rough Sketches

- ▣ I sketched four possible ideas for the film poster design. I experimented with the layouts, fonts and dominant images etc.



Lets take a closer look...

Direct eye contact- draws in reader

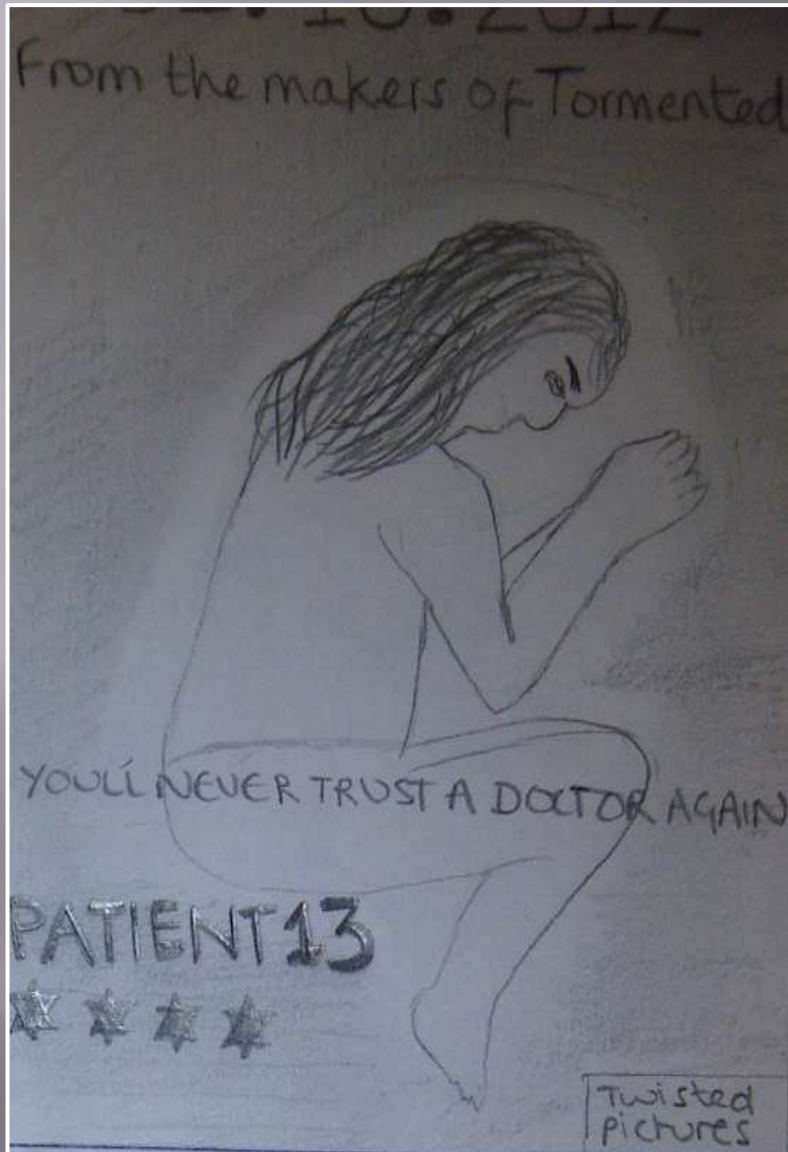


Production logo

Draft A

- ▣ Dominant Image- Protagonists eyes in a extreme close up shot- shows facial expression- makes audience also feel fear, low-key lighting- eerie atmosphere
- ▣ Title- Bold text- stands out
- ▣ Tagline- '**Scariest**'- superlative language- persuasive- entices audience.
- ▣ Date- Simply '**Coming soon**' encourages audience to research the film further.
- ▣ Rating- the star rating is an attempt to encourage the audience to want to watch the film further- convincing.

This is where the conventional institutional information behind the film will go



Draft B

- ▣ **Dominant Image-** Protagonists lying down in foetal position- suggests vulnerability- immaturity-scared- also connotes praying- asking for help/hope from God- builds audience curiosity. Low key lighting- eerie atmosphere-focus on character.
- ▣ **Title-** Small- doesn't stand out- audience focus more on image than title of film.
- ▣ **Tagline- 'You'll never trust a doctor again'**- doctors represent a sense of security- position of trust- audience become intrigued.
- ▣ **Date- '31.10.2012'** Date of well known occasion associated with horror (Halloween) higher popularity-more people will go and watch it.
- ▣ **Rating-** the star rating is an attempt to encourage the audience to want to watch the film further.
- ▣ **'From the makers of Tormented'**- attempt to sell film further- audience who enjoyed previous popular film- likely to watch new one and recognise it will be of the same quality.

Possible post production idea-
Edit in **Photoshop** so characters
eyes are glowing



Draft C

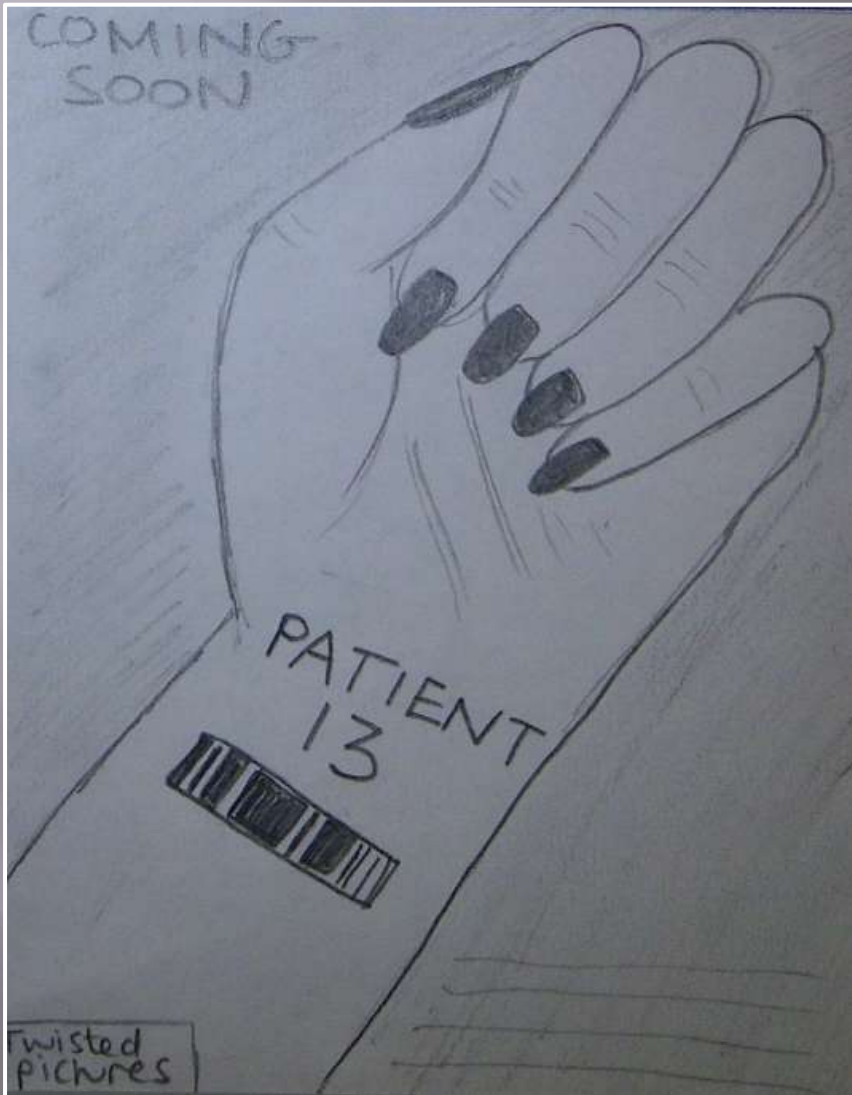
Dominant Image- Antagonist shot in a low angle mid- shot- allows us to see facial expression and makes audience feel inferior and vulnerable. Gaunt, pale face, direct eye contact- draws reader in- covered in 'blood' and isolated house link to typical horror iconography. Low-key lighting- eerie atmosphere- character stands out.

Title- Quite large- more noticeable- number '**13**'- emphasised- links to widely believed superstitious views about this number.

Tagline- '**You'll never trust a doctor again**'- doctors represent a sense of security- position of trust- audience become intrigued.

Date- Simply '**Coming soon**' encourages audience to research the film further.

Rating- the star rating is an attempt to encourage the audience to want to watch the film further- convincing



Draft D

Dominant Image- Protagonist's clenched fist- suggests aggression/tension. Red nails- typical horror colour scheme. Low- key lighting- eerie atmosphere.

Title- is made to look like a tattoo- hints at film's plot- lack of identity of character- imprisonment/claustrophobia.

Date- Simply '**Coming soon**' encourages audience to research the film further.

Simple layout- lack of information would encourage reader to want to find out a lot more about the film- builds audience curiosity.

I then went on to re-draft my favourite ideas in more detail with slight improvements.

For instance: Larger and bolder typography for the title- stands out



Final Decision



In the end, I decided on this design as I felt that this poster best portrayed my film and was the most suited to the plot. I felt that this poster included the most typical horror poster conventions. I also chose this because in terms of post-production, this would be the most fun to edit using Photoshop.