

Aston business space jam poster analysis assignment



**ASSIGN
BUSTER**

This is a movie poster named Space Jam and it was released in 1996. The film was published in 15th November. The movie poster presented on cinema, newspaper, magazine, bus station and website. Warner Brother is the movie producer and it is the source of this movie. The movie of Space Jam combines cartoon and real characters in a partially live action and a virtual animation world. Space Jam contains comedy, sports, sic-if, animation and icons movie elements.

It mainly targets children and family; people who are animation fans, especially Loony Tunes fans; people who re interested in cartoon and people who like sports especially in basketball or fans of Michael Jordan. The purpose of the movie poster plays a publicity function and makes the target audiences know the movie Space Jam shown and attracts more people come to cinema. And the poster also tells audiences the main characters, role's relations and cast of the film. Bugs Bunny is one of the popular and famous American cartoon characters in the Loony Tunes series born in 1940. And Michael Jordan is a sign of American basketball stars.

Characters of virtual cartoon world seem hardly intersects tit the real people in real world, but the two elements together collided will be a new experience for audience. 2. Description In Space Jam movie poster, the background color is dark blue and black and dotted with many stars, looks like a starry sky. People notice the headline is family entertainment' plus a mini Bugs Bunny and Warner Brothers logo, and the text is written in white capital letters. Below, the main character's name ' Bugs Bunny and Michael Jordan' are written in white capital letters with the biggest words in the top of the poster.

<https://assignbuster.com/aston-business-space-jam-poster-analysis-assignment/>

The title of the movie 'Space Jam' is written in blue and green capital letters and it uses a big cartoon font different with other elements in the upper third position of poster. An orange pattern is similar to spiral around the uppercase letter J. Below, the subtitle 'Get ready to Jam' is written in white capital letters with smaller size. Besides the title and subtitle, there are seven faces showing on the right side, they are Michael Jordan, Sylvester, Porky Pig, Tweet, Tasmania Devil, Bugs Bunny and Daffy Duck.

The characters further represent the story line revolves around all of them. In total, Michael Jordan is arrayed Toronto Ana center compare Walt Disney harassers; he looks straight ahead, smiling and wearing a white shirt with a logo similar to bull's eye. All animated characters are printed in their own original colors in cartoon. And the orange spiral shows again and around the all animated characters, one big green hand catch the spiral. People also see two planets in the poster: one is earth, which between the title 'Space Jam' and Michael Jordan.

Another is on the left side of the Tasmania Devil, and a yellow arrow mark was inserted in a green planet, says Mars. The roles and elements are very colorful in the movie poster, makes the audience feel this movie is very vivid and more attractive at first glance. Moreover, people can see four lines of text upon the green hand written in white with capital letters, and use the same font and size with small caps. The first line is 'Warner Bros presents', means the copyright and production of Space Jam by Warner Brothers.

The second to fourth line's letters are too small and dense to be readable.

Furthermore, people can find the orange diamond at the left bottom, which

are Warner Brothers' logo and in beside is a PEG logo. And Space Jam official website ' <http://spaceman.com>' is placed beside the PEG logo. There are a few texts in the bottom center with tiny size. And a mini Bugs bunny with Warner Brothers logo prints again in the rightmost. The last line in the poster is ' November 15' wrote in white with uppercase, contrasting with the black background.

And the size is same with the main character's name, makes this release date more obvious in the movie poster. 3. Interpretation Background color schemes of dark blue, black and starry, make audiences easier to realize the Space Jam is a sic-if themed movie. The character's name Bugs Bunny and Michael Jordan written in white capital with bold biggest size in the poster top, shows he star of the movie is the biggest selling point. Similarly, the date of November 15 is written in bold is other important information in the poster, remind audiences do not miss the release time.

The movie name ' Space Jam' written in a cartoon way echo the theme of animated movie, which makes the movie vivid and will attract more audience. The subtitle ' Get ready to Jam' seems to presage a bit of action elements will be added in this movie. Michael Jordan portrays himself in this movie, and he is smiling seems enjoy being a character in this Space Jam. In the movie poster, he did not wear his No. 3 Jersey, instead he wears another white Jersey, and the marks on the Jersey seem to have relevant with plot.

All the cartoon characters on the poster look green hand, seems they are grabbed by that green hand, dragging them from one world to another world. Sylvester shaking hands rose to its mouth and panic; Porky pig seems

very afraid and turned back to flee; Tweet looks like play on the slide with open arms and very excited; Bugs bunny fist its left hand, and open right hand, its looks very happy and full of energy; Tasmania devil holding his claws, seems to be trying to scare that Rene hand's master; Daffy duck clenched its teeth, looks very nervous.

In the poster, all the characters facial expressions and gestures make audiences curious and want to know what happens next. In the poster print on the planet Mars seems to tell audiences the story will take place in two planets, and protagonists may shuttle back and forth between different spaces. And the orange spiral looks like a space-time tunnel, may have an impact on protagonist's lives and world. All of these fantasy elements once again add mystery to the film, make audiences go to the cinema and check it out.

Looney Tunes is one of the most famous cartoon series from the last century to present, it has been an icon of American cartoon culture. It has a fixed group of viewers and favorite crowd, not just for kids, it also helps some people brought back many childhood memories. As for Michael Jordan, he was the most valuable and popular basketball player in America to the world. He began his career in business at the end of his basketball career, and Space Jam is the first commercial movie he acted. Thus, Space Jam is likely to impress kids, younger and family audiences, and those are original Looney Tunes fans.

For Jordan fans and supporters, they seem to be looking forward Jordan career transition and performance in the film. And Space Jam is clearly a

comedy, cartoon and light sport movies, it also added elements of animation, sport star and American Icon in this film, makes audiences have a relaxed and pleasant mood into the cinema spend their time with friends and family to enjoy a movie. In fact, Space Jam is a fantasy movie, the storyline and all characters set are not true, but for children the story seems very real, they can see the cartoon characters and real people appear together and talk to each other on screen.

It is a very amazing ND brilliant movie for children. However, it is a challenge for Jordan acting with cartoon characters; because all the characters are virtually, he cannot see anyone in acting. Meanwhile, different with three-dimensional computer animation such as 'Gung If Panda', the production company may need to develop new techniques and approaches to combines traditional animation, live action and real-world scenario. For the 1996 film market and film production techniques, this is a good attempt to develop new types of movies.

Moreover, Warner Brothers animation of Loony Tunes allows people to associate another famous animation company—Disney. As always, Disney thinks it holds a clear advantage over its peers because lots of characters and story owned by them, they have more extensive market influence and appeal. Therefore, Warner Brothers wants move Loony Tunes onto the big screen by movie Space Jam, further expand its market appeals, popularity and make more people like it. Warner Brothers wants to improve their market competitiveness and win a share of the animation market by Space Jam.

Furthermore, green hand in the movie poster resembles the Hulk, which is another famous sic-if movie. From the poster design, the perspectives of the poster role and elm selection make me associate with lots of similar movie poster. For example, Loony Tunes back in action, Roger Rabbit, Avatar and E. T. 4. Evaluation 4. 1 Is the encoding of the work easily understandable by the intended audience? Yes, by people who have heard about Cordon’s new career and play a role in a movie, or by who have read Loony Tunes comic.

Space Jam combined virtual cartoon characters and real people, make it easier for people to have a general understanding of film roles. It is noticeable that this poster is very likely to be undecipherable for those outside of the target audience. Other target audiences are more willing to know how the storyline make seemingly unrelated characters put in a same film. Thus, encoding choices are quite successful. 4. 2 Is the purpose of the work likely to be achieved?

Yes, Warner Brothers has a clearly audience target. First, Space Jam combines people favorite and most famous cartoon characters, targets kids, younger people, family and cartoon fans. Second, Michael Jordan was the most significant sport star and an American icon in the world, and he has been known as a master of branding. Therefore, Jordan as a starring in the film, targets his fans and people who look award to his acting and career changing. 4. 3 Is the encoding of the work easily understandable for you?

Yes, I was able to understand the cultural references, the visual grammar and expression of the 4. 4 Is the work aesthetically pleasing for you? Yes, I like this poster. Firstly, the poster background is dark blue and black and

dotted with many stars, it is very attractable and full of mysterious, arouse people's curiosity. The type of film is very clear, and people can be easily to recognize this is a comedy from all the characters in the poster. Poster design is very lively, and it is easy to attract more audience especially younger audiences.