

2012 film poster analysis

[Business](#)



2012 film poster Introductory paragraph A film poster is a marketing product and is used to advertise a film. There may be several versions for one film, with variations in regards to size and content, also some posters are designed specifically for particular countries. It usually contains an image with text, but with the development of technology and software many film posters today have much more to them. The text usually contains the film title in large lettering and often the names of the main actors; it may also include a tag line, the name of the director, names of characters, the release date and the credit block. Movie posters are displayed inside and on the outside of movie theaters, and elsewhere on the street or in shops. The same images appear in the film exhibitor's press book and may also be used on websites, DVD packaging, flyers, advertisements in newspapers and magazines.

The purpose of a movie poster is to get customers excited about an upcoming movie. To do this, there must be various features on the poster. And important feature is the release date. This is used to get customers hyped about the movie. Sometimes there is a tagline which might link to the genre A film trailer is a preview of a new film, it is a marketing product.

Its main purpose is to advertise the film, usually by highlighting the best bits of the film in the trailer, so more of the target audience want to see the film. A trailer has to achieve that in less than two and a half minutes, the maximum length allowed by the MPAA; however, each studio or distributor is allowed to exceed this time limit once a year, if they feel it is necessary for a particular film. Film trailers are mainly shown in cinemas and on the television; but as more and more people become involved with online media,

the internet is also another place where film trailers can be seen. As trailers are used for advertising purposes the scenes are not necessarily in the order in which they appear in the film. Some trailers use “ special shoot” footage, which is material that has been created specifically for advertising purposes and does not appear in the actual film.

The most notable film to use this technique was Terminator 2: Judgment Day, Film Poster 2012 [pic]On the poster we can see a tiny house on the mountain top in the distance being torn apart by the colossal waves. This could mean that nothing can escape the wrath of Mother Nature. This can also suggest that human objects are insignificant and nothing in comparison to the huge waves that are wrecking havoc. This also shows that mankind is very vulnerable and has nothing to protect itself from a natural. This also links to the tagline which says “ we were warned” to suggest that people were told that it was all going to happen but they did no heed the warning and now they are perishing in their homes with no one to save them. You can also see snow covered mountains being consumed by the waves which could suggest that there is nowhere to hide and not even the highest mountains can protect you.

On the poster you cannot see the sun in the sky and the sky is colourless. This could suggest that there is nothing God can do to stop it all from happening; he just has to sit there and watch his creations perish due to the power and anger of Mother Nature. On the poster, we can also see the title is written in a silver colour. We normally associate silver with something futuristic so this can suggest that the movie is to do with something from the future. Another thing that is notable on the poster is the monk standing on

<https://assignbuster.com/2012-film-poster-analysis/>

the top of the mountain. This could suggest that they knew it was all going to happen and they tried to warn people but the people did not listen so all they can do is just watch as the world begins to die.

On the poster we cannot see the actors/actresses' names. This could be because the directors are trying to show that the film is bigger than the actors. This could also be because the producers/directors want to clarify that the content of the film is more of a priority than the actors/actresses themselves. We can also see that on the poster the names of the directors are not visible but then there the "NOVEMBER" which clearly stands out. This could suggest that the directors have put it like that on purpose to try and attract people in to seeing their movie. A key feature on the film poster is the producer's name.

This is a key feature because he is well known for producing apocalyptic movies.