

Film poster analysis essay sample



**ASSIGN
BUSTER**

the Silver Linings Playbook' to star in the lead of the film. Both are known for their work in drama films. Their high status acts as the films marketing tool. Many people will be more likely to watch the film because they are in it. I have also used the child actor ' Nathan Gamble' to star as the boy in the film. Although he doesn't have a high status, people would be encouraged to watch it to find out who he is.

The name of my film ' A Dog's Life' suggests that the film mainly focuses on the life of the dog. This will encourage people who are animal lovers to watch the film as the name suggests that the dog is a major part in the film. It also suggests that it is an emotional and moving drama and maybe even a tragedy film. I believe that the use of high profile actors to star in my poster is one of its strong points because they will be used as a marketing tool. More people will be encouraged to watch my film because they will want to see the two actors that I have used.

Furthermore I have included five star ratings on the top of my poster to encourage more people to watch the film as they will see that the film has gotten excellent reviews. To improve my poster I could make the title stand out by maybe putting a black outline around the letters because it blends in too much with my background as the picture I used is has a light background making the title and release date hard to see. Also to improve it could increase the contrast to make it bolder and eye catching. Furthermore the high profile stars in my film should be on my film poster to attract more viewers.