

# Topic: 8.1 Film posters – media and marketing

Key vocabulary:	Core knowledge questions	Powerful knowledge crucial to commit to long term memory	Links to previous and future topics
Classification Colour palette Commercial Genre Layout Promotion Target Audience White space	<ol style="list-style-type: none"> <li><b>Why do production companies produce film posters?</b> Production companies produce film posters to promote a film by showing characters, actors or scenes from the film as well as key information such as the director, producer, classification and release date</li> <li><b>How were early film posters used?</b> Film posters were created in limited supply and passed to different theatres when the film was being showed in the local area.</li> <li><b>Why are there so few older posters still around?</b> The majority are old and have deteriorated, or bought and stored by collectors. Early equipment that was used to create film posters was used for the war effort.</li> <li><b>What is meant by ‘genre’?</b> A genre is the type or category of film e.g. action, adventure, horror, drama, sci-fi etc.</li> <li><b>What makes a genre?</b> A genre is made up of “conventions”. These are typical or common things which appear again and again in that type of film.</li> <li><b>What does ‘BBFC’ stand for?</b> It stands for British Board of Film Classification.</li> <li><b>What is the role of the BBFC?</b> They are responsible for the classification of films by reviewing the content that is in a film and giving a recommendation of the appropriateness of the film to a specific age range.</li> <li><b>What is the film ‘classification’?</b> The film classification is the age that the BBFC have stated that the film is suitable for e.g. U, PG, 12, 15</li> <li><b>What types of content do the BBFC look for?</b> BBFC compliance officers look for content such as bad language, dangerous behaviour, discrimination, drugs, horror, nudity, sex, and violence when making recommendations.</li> <li><b>How is Target Audience different to just ‘audience’?</b> Target audience is a specific demographic of the audience that are being targeted for a media product. This can include: Age, Gender, Education, Class, Ethnicity and Income</li> <li><b>What is white space?</b> White space is a design principle that is used to ensure a media product doesn’t look too crowded and stands out.</li> <li><b>How does the use of colour reflect the mood or genre of the movie?</b> Colour can help to convey different emotions about features of the movie, for example Red could connote feelings of love or danger.</li> <li><b>What are the most common features usually found on movie posters?</b> Common features include: films title, director, producer, date of release, cast, crew, imagery showcasing scenes or key plot points.</li> </ol>	<ul style="list-style-type: none"> <li>Film posters are created to promote films</li> <li>Common features of a movie poster include</li> <li>The BBFC is the British Board of Film Classification</li> <li>The BBFC give classifications for films based on the content they contain</li> <li>Content they are looking for contains bad language, dangerous behaviour, discrimination, drugs, horror, nudity, sex, and violence, when making recommendations.</li> <li>A genre is a type or category of film.</li> <li>Conventions are features or themes that are commonly used in a genre.</li> <li>Target audience is a specific demographic of the audience that a product is targeted at.</li> <li>White space is a design principle used to ensure balance in a design.</li> </ul>	<ul style="list-style-type: none"> <li>Builds on practical creative skills developed in Year 7.</li> <li>More focus on creating to fulfil a client brief.</li> </ul>

## We will develop these skills:

Impressive reading	Impressive speaking	Impressive writing	Resilience	Numeracy via:	Digital Literacy via:	Employability via:
Students will read and complete comprehension on ‘The history of movie posters’ ....	... as a class, taking turns to read aloud.	They will interpret the information to write extended answers in their books.	The need to amend and review a product to meet the needs of a client.	Consideration of proportions ( relative size of assets)	Software skills e.g. Photoshop, Illustrator	Understanding the need for design principles. Understanding how to work to a brief to meet the needs of a client.

