**How to Analyse a Film Poster**

When analysing any film poster you need to consider the following points:  
  
*Begin by identifying the film and date of its release.*   
  
**Types of poster:** **Identify which type of poster it is**:  
  
**The Teaser poster** -This poster contains basic information to whet your appetite. It often does not indicate much about the plot, but may have a picture of the stars, and the name of the film.  
 **The main theatrical poster-** This contains information about the production personnel, the stars, and the distributors.  
  
**Video/DVD release poster -** This one comes out when the film is released on DVD/video and often has all of the above plus short, one line reviews from relevant publications.  
  
  
**Images of the key settings and the main characters.**

What is the title of the film?

What can you say about the way in which the title graphics have been written?

Who is starring in the film?

Where are the stars’ names placed on the poster? Why?

Describe the key images on your poster. Why have they been chosen?

Write about the images used - stars, setting, colours, symbols, (mise-en-scene). What do they suggest/signify?

What other pictures can you see?

What is their purpose?

What are the most important colours on your poster? Why do you think these were chosen?

What do you think the film will be about?

Who is the target audience?   
  
**Narrative:** **What clues are there to the narrative?**

What can you tell about the genre of the film and the types of characters from their facial expression, body language, stance, appearance and position on the poster? What makes you say this?

What connotations do you get of the characters/personalities from their expression, clothes, props.

Is there an enigma being presented? Is the poster composed of a series of images (montage, lack of perspective)? Is the key image a still from the film?  
  
**Colours:** **What colours are used in the poster?**

Are they relevant to the genre e.g. horror posters generally use dark strong colours?

Are the colours on your poster important? Why?

What clues do they give about the genre, and how do they attract the target audience?  
  
**Layout:** **analyse how the images are laid out.**

Are they are blended in without any concern for real perspective or size relationships between people and setting? Why do you think they are laid out like that?

Most posters are portrait or landscape in shape. What shape is yours?

Describe and discuss the title, font, typeface and graphics on the poster. What style are they in and where are they positioned etc? Has the poster been painted and printed or produced using DTP (mention how improvements in technology have changed production values)?  
  
**Written Text:** **scan the poster's written text.**

What does film's title and its font look like and what does this connote?

Is there a catch or tagline? What does it tell us about the action, genre and attitude within the film? Discuss the billing/credit block. What information does it include about credits and information? Do we get information about who is in the cast, who directed the film, which company distributes it and promotes it etc?

Where is the certificate? What does it indicate about the target audience and the content of the film?

Does the poster list a website? If not, why not?  
  
**Finally, what is the USP (the unique selling point) in each poster?**

What makes it different from other films? The plot, stars, themes, setting or characters?