



LIGHTS... CAMERA... ACTION!

DESIGN A POSTER TO ADVERTISE AN ACTION FILM

LEARNING OBJECTIVES

- Use your imagination
- Write a tag line
- Apply genre conventions
- Design an advertisement

1 HOUR +

INDEPENDENT LEARNING (ADULT SUPERVISION RECOMMENDED FOR INTERNET RESEARCH)

DIFFICULTY: ★★★★★

YOUR MISSION

AQUILA Home Entertainment is making its first ever action film. It's a high-energy blockbuster and it's sure to make BILLIONS, but only if YOU design a film poster to knock moviegoers' socks off.

Your brief is to design and make a poster to advertise an action film.

GET STARTED

PHASE 1:

Start by looking at some action film posters: *Mission Impossible*, *The Bourne Identity*, *Avengers: Endgame*, *Black Panther*, *Avatar*, *Fantastic Four* and *Night at the Museum* are all great examples.

What do they have in common? Look at colours, font, layout and style. Note down your observations.

PHASE 2:

Make some decisions. What's the title of your film? Who are the main characters and how are they related? Where and when is the story set? What are the main plot points? Jot your ideas down on paper, using your notes from Phase 1 to help you.

PHASE 3:

Invent a tag line. A tag line is a short and engaging phrase. It's meant to quickly tell your audience what your film is about. It can use wordplay and humour and describe the predicament the main character finds themselves in.

PHASE 4:

Design your poster. We're doing this by hand but you can use a computer if you want to. Think about what information should go where. Think about font and colour contrast. Your poster should be intriguing and eye-catching.

YOU WILL NEED

- Scrap paper
- Computer (optional)
- Plain white A4 paper
- Ruler
- Pencil
- Colouring pens and pencils
- Camera (optional)
- Printer (optional)

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PHASE 5:

Create your central image. Draw your main characters, or, if you're lucky, maybe you can convince your household to dress up and pose as the stars of your film? Why not take photos and edit them together with pictures of explosions and glamorous locations?

PHASE 6:

Evaluate your progress. Would you want to watch this film? Are the colours working? Is your film's title the biggest element on the poster? Does your text interact well with your image? Could anything be improved upon?

PHASE 7:

Put it up! Once you've finished making adjustments and perfected your poster, try sticking it up somewhere prominent. Does it attract the attention of passersby?

Well done! You're our action hero!

We want to see your posters. Don't forget to send photos of your finished advertising triumphs to the address on the readers' page of the AQUILA website, and we'll share as many as we can.

THINGS TO THINK ABOUT

* What do we expect to see when we look at an action film poster? Many use contrasting colours like blue and orange to represent mystery, energy and danger. Most have a single character standing in the foreground, with lots of supporting characters in the background. Add these ideas to your research notes.

* When framing your image, what is going to create the best effect? Do you want just your character's face in the image? Or a full body shot at a cool angle to indicate they are quirky, powerful or mysterious?

CHALLENGE: Can you create a film franchise, like *Star Wars* or *Guardians of the Galaxy*, with a unique identity, distinct layout and font used across multiple posters? Can you create a number of different teaser posters to advertise different aspects of the film?