

# Movie Poster Project



For this assignment, you will create a movie poster that advertises your dystopian film project. You will be graded on your creativity, attention to detail, as well as the information that you provide. The poster should look like one that you would see in theatres—informative, eye-catching, and interesting to the viewer.

## 1 POSTER MUST BE SUBMITTED FOR EVERY 2 GROUP MEMBERS!

**DUE DATE:** April 29 (A Block) and April 30 (B Block), 2019

**MATERIALS:** Professionally printed 11 X 17 poster board

### REQUIREMENTS:

1. Your poster must contain original art to represent the main idea of the story. You need at least **one** main graphic but may choose to include more.
2. Your poster must be in **full color**; no pencil, crayon, marker or hand drawing.
3. Your poster must be computer generated—this means you must create it using PowerPoint, Publisher, InDesign, or another approved graphics program.
4. The title of your movie must be clearly visible
5. At least one “review” quote from a critic about the story. This should be made-up and is intended to draw the viewer’s interest. **No more than 2 sentences.**
6. Include a “tagline” or logline for the story. This should act as a “teaser” —make it short and catchy.
7. You must have all the names of your group members (Your Production Company) displayed on your poster and their role in the production of the movie ( example: Directed by.....Produced by.... Starring..... Edited by.... Filmed by....).
8. Be creative and have fun with this!

### DO NOT:

- Submit a poster smaller than 11 x 17
- Use a tagline from an existing movie or book
- Hand draw the poster

### RESOURCES:

- Movie reviews: [www.imdb.com](http://www.imdb.com)
- Movie taglines: [http://www.taglineguru.com/movie\\_taglines.html](http://www.taglineguru.com/movie_taglines.html)

**GRADING:** 20 pts. See back side of page for detailed grading rubric

# *Grading Rubric: Movie Poster Project*

CATEGORY	4	3	2	1
<b>Graphics - Originality</b>	Several of the graphics used on the poster reflect a exceptional degree of student creativity in their creation and/or display.	One or two of the graphics used on the poster reflect student creativity in their creation and/or display.	The graphics are made by the student, but are based on the designs or ideas of others.	No graphics made by the student are included.
<b>Graphics - Relevance</b>	All graphics are related to the topic and make it easier to understand.	All graphics are related to the topic and some make it easier to understand.	Some graphics relate to the topic.	Graphics do not relate to the topic
<b>Required Elements</b>	The poster includes all required elements as well as additional information.	All but 1 of the required elements are included on the poster.	All but 2 of the required elements are included on the poster.	Several required elements were missing.
<b>Attractiveness</b>	The poster is exceptionally attractive in terms of design, layout, and neatness.	The poster is attractive in terms of design, layout and neatness.	The poster is acceptably attractive though it may be a bit messy.	The poster is distractingly messy or very poorly designed. It is not attractive.
<b>Deadline: 4/29—A 4/30—B</b>	The poster is turned in on time.	The poster is turned in <b>one</b> day late. (This does not mean the next block class period.)	The poster is turned in <b>two</b> days late. (This means the next class period.)	The poster is three days to one week late. No posters will be accepted after one week of the posted deadline.

**TOTAL:** \_\_\_\_\_/20