

MOVIE POSTER
Teaching Guidelines

Subject: Arts

Topics: Visual Arts

Grades: 6 - 12

Knowledge and Skills:

- Can create a poster that has good use of color and visual impact

Subject: Mathematics

Topics: Statistics

Grades: 6 - 12

Knowledge and Skills:

- Can plan and execute a survey with responses to a set of questions from a set of individuals, and summarize the results using appropriate statistical measures and graphical representations.

Materials: Paper for the survey, poster board, drawing and painting materials, magazines as sources for images

Procedure:

Part I- Separate the class into teams of two to four students each. You may wish to appoint team leaders. Each team is to be assigned a fictional movie title from the list below. Their job is to come up with a story line for the movie and then write a four-paragraph synopsis of the movie.

<p><i>Blackout</i></p> <p><i>Fork in the Mountain</i></p> <p><i>The Call</i></p> <p><i>Rose Petal</i></p> <p><i>Over Byte</i></p>	<p><i>South Street Player</i></p> <p><i>Kick Back</i></p> <p><i>Eastside</i></p> <p><i>Tension</i></p> <p><i>Clothes Line</i></p> <p><i>Paper Clip</i></p>	<p><i>One More Dance</i></p> <p><i>El Diablo</i></p> <p><i>Combo</i></p> <p><i>Smile</i></p> <p><i>Firm Grip</i></p>
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Part II- After all teams have accomplished their writing task, gather the completed assignments and re-distribute the summaries to the teams, attached to the handout “memorandum”. (Fill in the movie title and project due date and time on the handouts.) Be sure that no group receives the movie title they worked on.

Each team is to design a movie poster based on the movie titles and their synopses. Students can draw, paint, cut out pictures, etc. to make the posters. The posters must communicate (through words and pictures) what the movies are about. Each group should also prepare a written explanation for its poster, stating why the poster design will attract the movie’s intended audience.

Each team then makes an oral presentation to the movie’s “producers”—the team that wrote the synopsis for their movie.

MEMORANDUM

To: Poster Team

From: Product Manager

Movie Title: _____

We have been commissioned to create a new poster for the above movie. Attached is a synopsis.

Please come up with a proposal for this poster, and be prepared to present it to the movie's producers at this date and time: _____

Keep these points in mind as you develop and present your proposal

- Who is going to be most interested in seeing this movie? Children? Teenagers? Adults?
- What aspects of the movie do you think will most interest its potential viewers? The actors? The plot? Action? Romance? Special effects? Something else?
- What information about the movie should the poster communicate to potential viewers?
- What emotion or emotions should the poster elicit?

Follow these steps:

- 1) Based on the points above, develop a concept for your poster, and do a sketch of it.
- 2) Test your concept on potential viewers. To do this you will need to decide what questions to ask them in order to determine whether their response to the poster is what you want. Be sure to document their responses.
- 3) Revise your concept and re-test until you are happy with the results.
- 4) Create a color version of your poster that will give the producers a good idea of what the final version will look like.

the FUTURES

5) Present your poster, a short written memo that explains the approach you took and why, and evidence of its effectiveness with potential viewers to the producers. You will need to sell it to them!

You may divide up the work within your group in any way you like, as long as the division of labor is fair.

This is an important contract. If you do a good, thorough job that makes a great impression on these producers, then we can get many more jobs from them--and you will get a nice bonus. Poor work will cost the company a lot of business and may cost you your job!

And remember.... whatever you do, be sure that you make this deadline.