

**UAL Level 3 Diploma in Creative Media Production & Technology**

**Movie Genre Poster Research**

**FILM ANALYSIS**

**BRAVE**



**Colour:** Have used the colours blue and orange, the two colours that contrast very well with each other.

**Image:** Shows the main animated character, showing her inner personality her and her stubborn will power to do what she wants to do and continue to do so.

**Type:** It is in animation and children and family genre.

**Idea:** the main idea of this movie is to show the healing of the mother and daughter bond.

**INTO THE WOODS**



Colour: Dark colours have been used in this poster.

Image: Shows an evil perspective of the movie through the witch.

Type: Musical, fantasy and adventure

Idea: This movie shows the witches side of movie meeting Cinderella, Little Red Riding Hood, Rapunzel and Jack from every fairytale movie.

### **SAN ANDREAS**



Colour: Realistic and simplistic colours in shades of blues, greens and oranges.

Image: showing one of the main actors of this movie and a little glimpse of what's happening in the movie (world falling apart) as well as this it showing a little hint of the helicopter.

Type: Action, disaster, thriller and drama.

Idea: Is to show a little glimpse and hint the audience a little of what is happening in this movie. You can get the idea of Dwayne Johnson in a helicopter way high and the view he is getting is a collapsing city.

### **SECRET OBSESSION**



Colour: They have used a combination of dark colours and little highlight of a light colour.

Image: Is showing two people a woman and a man. A little glimpse of a car following a running woman.

Type: Psychological thriller

Idea: Is to make the audience a bit concerned of the concerned face of the woman and the serious face of the man and why is that woman running away from the car.

## **BENJI**



Colour: Bright lively colours such as yellow, green and natural fresh colours.

Image: Of two pairs of shoes and a cute little dog looking up to the camera kind of smiling and happy.

Type: A happy children's film with a little drama.

Idea: To give a happy perspective to the audience of a happy dog.