



The Movie Poster Guide

Photoshop Final

Before Netflix and other streaming services, people used to go to the video store to get movies to watch at home.

It was in these spaces where people were often persuaded to chose a movie based on the movie poster.



Movie posters are a great medium for generating buzz around a film.

They provide just enough information about a movie to get audiences to speculate what the movie is about.

Basically, they capture the essence of the movie in one frame.



ROY SCHEIDER

ROBERT SHAW

RICHARD DREYFUSS

JAWS



The terrifying motion picture
from the terrifying No. 1 best seller.

Co-starring LORRAINE GARY • MURRAY HAMILTON • A ZANUCK/BROWN PRODUCTION
Screenplay by PETER BENCHLEY and CARL GOTTLIEB • Based on the novel by PETER BENCHLEY • Music by JOHN WILLIAMS
Directed by STEVEN SPIELBERG • Produced by RICHARD D. ZANUCK and DAVID BROWN • A UNIVERSAL PICTURE •
TECHNICOLOR™ PANAVISION™ **PG PARENTAL GUIDANCE SUGGESTED** (SOME MATERIAL MAY NOT BE SUITABLE FOR CHILDREN) ORIGINAL SOUNDTRACK AVAILABLE ON MCA RECORDS & TAPES... MAY BE TOO INTENSE FOR YOUNGER CHILDREN

THEY'RE HERE TO SAVE THE WORLD.



BILL MURRAY DAN AYKROYD
SIGOURNEY WEAVER

GHOSTBUSTERS

COLUMBIA PICTURES PRESENTS

AN IVAN REITMAN FILM

A BLACK RHINO/BERNIE BRILLSTEIN PRODUCTION

"GHOSTBUSTERS"

ALSO STARRING HAROLD RAMIS RICK MORANIS

MUSIC BY ELMER BERNSTEIN "GHOSTBUSTERS"™ PERFORMED BY RAY PARKER, JR. PRODUCTION DESIGNER JOHN DE GUIR

DIRECTOR OF PHOTOGRAPHY LASZLO KOVACS, A.S.C. VISUAL EFFECTS BY RICHARD EDLUND, A.S.C. EXECUTIVE PRODUCER BERNIE BRILLSTEIN

WRITTEN BY DAN AYKROYD AND HAROLD RAMIS PRODUCED AND DIRECTED BY IVAN REITMAN

PG PARENTAL GUIDANCE SUGGESTED (SOME MATERIAL MAY NOT BE SUITABLE FOR CHILDREN)

ORIGINAL SOUNDTRACK ALBUM ON ARISTA RECORDS

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Although movie posters follow a set formula in how they are framed, they can vary in artistic style and design.

The following slide will show you some common examples and outline some key concepts to consider in creating a movie poster.



NAME
SURNAME

NAME
SURNAME

NAME
SURNAME

SPECIAL GUEST
NAME SURNAME

TAGLINE



BEST
FEATURE
FILM



BEST
DIRECTOR



BEST
ACTRESS

A PRODUCER'S NAME FILM

MOVIE TITLE

DIRECTED BY
DIRECTOR

SCREENPLAY BY
WRITER

STORY BY
WRITER

STUDIOBINDER PRESENTS A STUDIOBINDER PRODUCTION IN ASSOCIATION WITH STUDIO PB ACTOR NAME ACTOR NAME "MOVIE TITLE"
CASTING BY CASTING CREW MUSIC BY COMPOSER COSTUME DESIGNER COSTUME DESIGNER EDITED BY EDITOR PRODUCTION DESIGNER PRODUCTION DESIGNER PRODUCED BY PRODUCER

DIRECTOR OF PHOTOGRAPHY DIRECTOR OF PHOTOGRAPHY CO-EXECUTIVE PRODUCER CO-EXECUTIVE PRODUCER EXECUTIVE PRODUCER EXECUTIVE PRODUCER

COMING SOON MONTH YEAR

WWW.MOVIEITILE.COM

a PRODUCER'S NAME production...

THE FILM TITLE

TAGLINE GOES HERE

First
ACTOR

Second
ACTOR

01/01/2021

LOREM IPTURES presents a DOLOR SIT AMET film in association with CONS
ECTETUR PRODUCTIONS starring ADI PISCING ELITPHA SELLUS EROSRI S
USBIBEND and UMSIT AMETFIN "IBUS MAL ESUADA" casting by IPSUM VIVAMUS
music by LICINIA QUAMU costume designer FINIBUS LIGULA edited by MAEC
ENASIEGES, A. C. E. TAS VELITA production designer VIVERRA TIMCIDIJNT director of
photography LECTUS ORCIEL co-producer EIF-END ERATPHA executive producers
RETRA CURSUS MITOR TORNULLA CURABIT URQUIS BENDUM LIBERO produced by
DONEC FERMENTUM DIG NISSUM QUAMI DEGESTAS based on the story "IBUS MAL
ESUADA" by EGESTAS VITAE

Consideration 1: Film Genre

The type of film will have a huge impact on your poster.

Comedies will be light-hearted or have some sort of joke used.

Horror will be dark and create a feeling of suspense.

Action will have lots of movement.

The type of movie will affect all other aspects of your poster.



STEVEN SPIELBERG PRESENTS
A RICHARD DONNER FILM

The GOONIES



MORTAL KOMBAT

GET OVER HERE
APRIL 16

SEE IT IN THEATERS AND ON HBO MAX

EXPERIENCE IT IN IMAX REAL D 3D

NEW LINE CINEMA ATOMIC MONSTER WARNER BROS.

Consideration 2: Colours

Colours can create a powerful message.

Humans associate colours with emotions; yellow/purple evoke happiness, red/black can evoke power or fear, etc.

The types of colours used in movie poster can help to tell the audience the feelings they will get from seeing the movie.

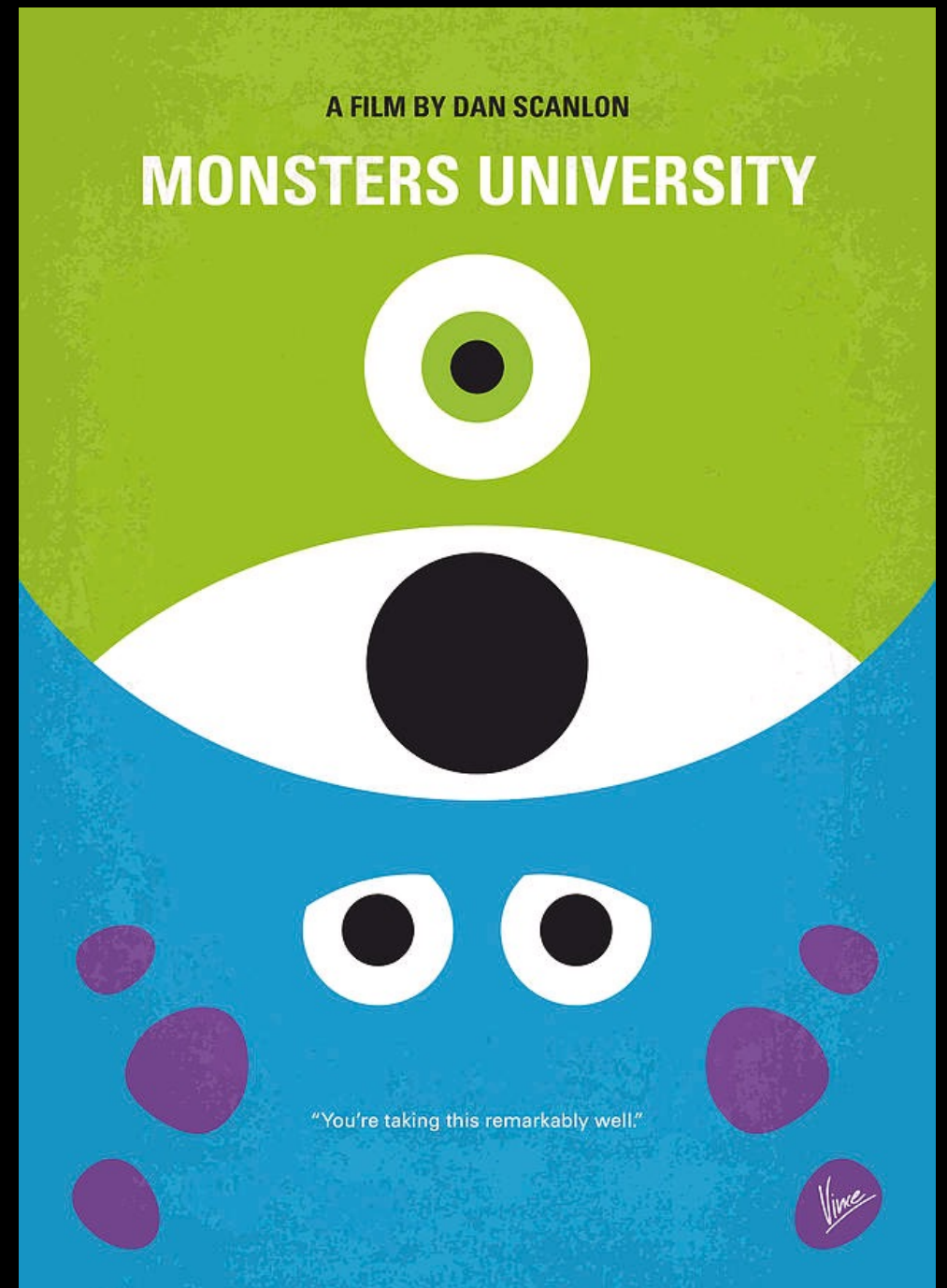


Consideration 3: Images

Movies are a visual medium and as such, the poster needs to use visuals to reference or suggest ideas from the movie.

Images can be a scene, the main actors, or a key event in the film.

Minimalism is great way to create intrigue without telling too much of the story.





STAR WARS



DREAMWORKS
Kung Fu Panda

And now something a little different...

Academy Award® Winner LADY GAGA
Academy Award® Nominee ADAM DRIVER
Academy Award® Winner JARED LETO
Academy Award® Winner JEREMY IRONS
Academy Award® Winner AND AL PACINO



A LEGACY WORTH KILLING FOR

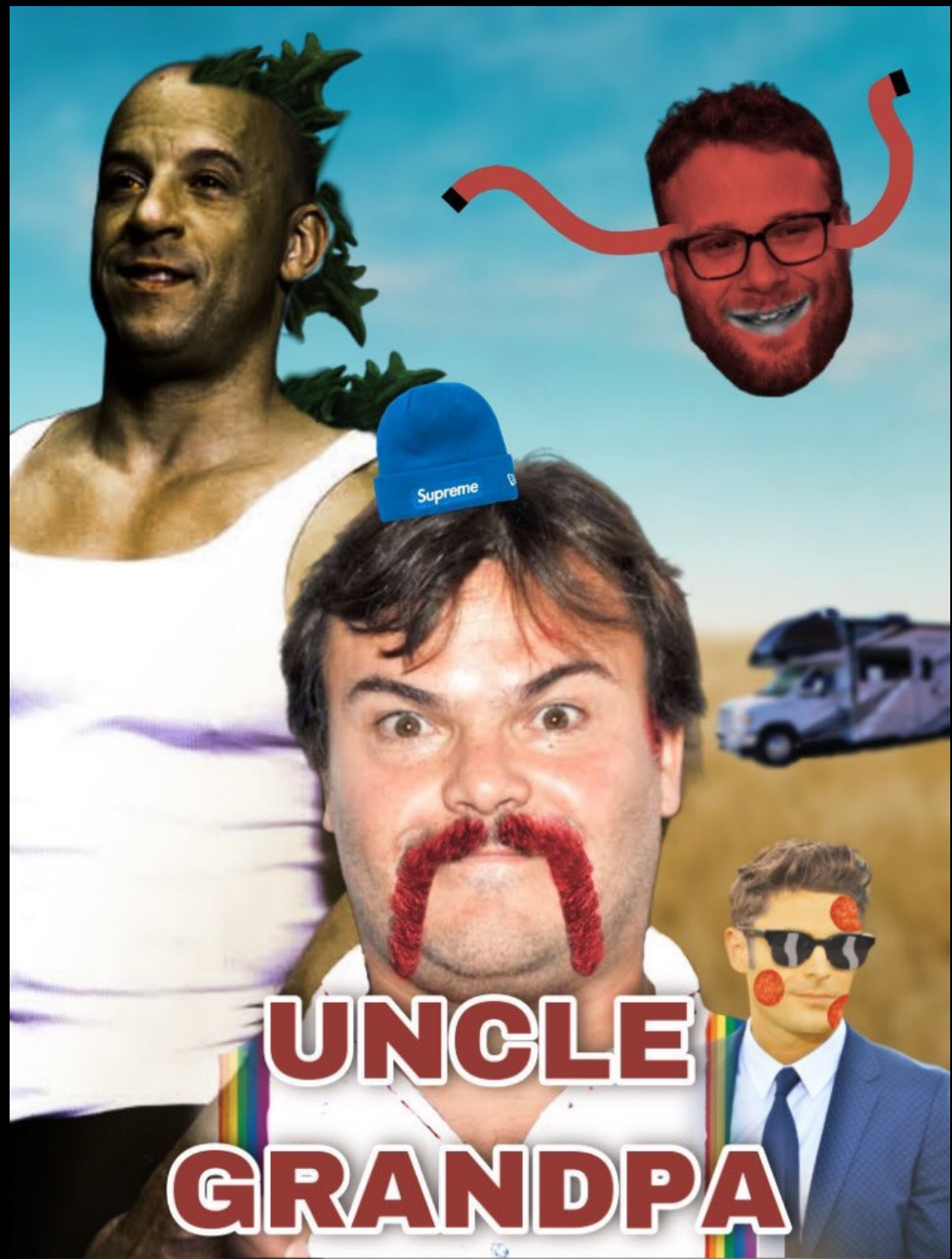
HOUSE OF TAMAGUCCI

A FILM BY RIDLEY SCOTT

INSPIRED BY THE TRUE STORY

MUSIC BY HARRY GREGSON-WILLIAMS PRODUCED BY RIDLEY SCOTT, p.g.a. GIANNINA SCOTT, p.g.a. KEVIN J. WALSH, p.g.a. MARK HUFFAM, p.g.a.
BASED ON THE BOOK "THE HOUSE OF GUCCI" BY SARA GAY FORDEN STORY BY BECKY JOHNSTON SCREENPLAY BY BECKY JOHNSTON AND ROBERTO BENTIVEGNA DIRECTED BY RIDLEY SCOTT
COMING SOON

U. F. 11
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UNCLE GRANDPA

