MOVIE POSTER PROJECT

A movie poster is used to advertise and promote a film. Often, many different posters will be created for the same movie; these will vary in size and content depending on the AUDIENCE who will be viewing it. It's all about marketing!

Your assignment is to create a movie poster that APPEALS to fans, and is STYLISH.

Your MOVIE POSTER should include:

1. Movie Title
2. Tagline
   A **tagline** is a catchphrase or slogan. Often used in advertising.
3. Minimum of 4 images
4. Release Date, Writer, Director, Actor(s)

Categories/ Criteria Expectations	Level 4	Level 3	Level 2	Level 1
Communication	-use of language conventions is accurate, effective, and virtually error-free -demonstrates a sophisticated awareness of purpose, and audience	-use of language conventions is accurate and effective; ie. few errors in spelling and/or grammar -demonstrates awareness of purpose, and audience	-use of language conventions is inconsistent ie. errors in spelling and/or grammar may detract -demonstrates some awareness of purpose, and audience	-use of language conventions is limited ie. errors in spelling and/or grammar interfere with communication -demonstrates limited awareness of purpose, and audience
Application	-layout/organization of poster is extremely effective -visual material depicts the theme in a thoroughly accurate manner	-layout/organization of poster is considerably effective -visual material depicts the theme with considerable accuracy	-layout/organization of poster is somewhat effective -visual material depicts the theme with some accuracy	-layout/organization of poster is ineffective -visual material does not accurately depict the theme