

My Poster:

I chose the font 'Papyrus' to display on my poster. As it connotes class which represents the house my film is based around and also violence as the it is very sharp. By using this font I hope to appeal to my target audience through using this sharp yet classic font. If I had, had better technology personally I would have changed a few details regarding the font. I would have made the font look like dripping blood which connotes the true violence and terror of this house and I would have had it slightly larger in size. Sadly due to my lack of better technology I was unable to do so. At the bottom of my poster I chose to also use 'Papyrus' as the font for my tagline. Again it connotes terror and class but it ensures my poster is not messy as the excessive use of fonts is an immediate sign of non-professionalism as it shows the creator was very unsure of the font and just chose everything and anything hoping it would appeal to the audience. At the very bottom of my poster I have included one of the key aspects of a film poster, the credits. For this section I chose to use 'Helvetica' as it is a professional font generally associated with professionalism. The use of this professional font allows the audience to recognise that this film is one of quality. The professional font also shows that the film is not one of humour/comedy.

The image I chose to display on my poster is that of a regular house door except this one has bloodied hand prints covering some of its frame and a dark evil lurking behind the glass window which immediately alerts the viewer that this is a horror film. I drew this image myself as it would be unfair and plagiarised for me to have taken a piece of work from the internet and claimed it as my own. The door is a regular and standard house door with a letter box and two frosted glass window panes. The reason I chose frosted glass windows over regular glass windows is to do with the monster behind the door. I wanted to create an enigmatic image that would entice the viewer and make them ponder as to who or what is behind the glass as frosted glass blurs an outsiders vision into the house. Not only that but the frosted glass connotes ice and anonymity which is exactly what this monster is, cold and anonymous. This was purposely created to intrigue the viewer and to make them want to see the film to discover who or what this creature is. The use of bloodied hand marks on the door is to show suffering and human pain which are key themes in this film. Not only does the bloodied hand marks suggest violence but they also suggest desperation and survival. Survival is a key theme in my film therefore to represent it on my poster is vital. I hope to connote and display hidden violence and suffering. I displayed this through the use of bloodied handprints and a door. The hand prints connotes suffering and violence and the door which is shut tells the audience that whatever horror's that are going to take place are going to do so behind closed doors. This gives an ominous and terrifying tone as it suggests that this violence goes on unknown and therefore cannot be stopped or prevented. The monster behind the door has been blacked out for anonymity to show that fear is what you think of it and not what can be seen. If I had, had more time and better technology I would have made the blood look more realistic and slightly more transparent suggesting it was put there in a quick act of desperation.

The use of colour in my poster is quite scarce and this is deliberate. The only colour I wanted to display on my poster was red. Red connotes warning, suffering and anger. The film is based around human suffering and fear. The use of red on the door signifies that behind this door is a place of violence and fear so immense that its inhabitants have suffered trying to escape it. The red is a prominent colour on the poster and it has also been displayed this way to attract the target audience for the film. Horror fans tend to enjoy gore and violence displayed on the poster as shown by famous examples of movie posters such as 'Sinister' and 'Carrie' which explicitly display elements of gore. The red stands out and almost grabs the viewer and forces them to look at it as it is so vibrant in contrast to the white, black and grey surrounding it. I used black for the monster to black it out so the viewer can only see its shadowed figure which again is enigmatic as makes the viewer ponder it and makes them want to see the film to learn more about this mysterious figure. Again if I had, had better technology I would have concentrated on making the colours slightly more vibrant and blended together. An example of the blending would be different shades of red for the blood and different shades of light grey for the frosted windows.

The tagline I came up with for my film is, “ Here, you are never alone.” The use of a comma after the word ‘Here’ is to create a dramatic tone. The dramatic tone will tell the viewer that this is not a comedic film but one of horror and maturity which will appeal to the target audience as it is highly unlikely that a child will want to view a film with a tagline like this. The use of the word ‘alone’ is to remind the audience that this film is one of fear, isolation and suffering which will keep them on as edge as they will want to know who or what is not leaving the characters alone. This again is enigmatic as the viewer will want to know more about why the characters can never be alone. The full stop at the end of the tagline gives the sentence a finite ending showing that these characters can never actually be alone which again appeals to the target audience of horror fans and teenagers as it is an enigmatic tagline. Horror fans will be curious as to which monster/evil will be tormenting the characters and for teenagers it is an enticement as they will want to see if this monster is actually scary.

This film has been certified as a 15 as it entails a sustained theme of violence throughout. After checking the official British Board of Film Classification website I realised this sustained violence is unacceptable to audiences younger than 15. Again this will appeal to horror fans as it shows that the film is of a certain maturity and entails a lot of violence which tends to be popular amongst horror fans.

The actors and actresses I chose were all chosen specifically, not randomly. The reason these actors/actresses were picked is because they all have history of working in horror films and television shows which means they are aware of how to accurately portray the emotions and traits of characters in these situations such as near death scenes. The director that I chose was again someone who had previous experience working on horror projects. James Wan was the director I chose as he directed the very successful and terrifying ‘The Conjuring’. Due to the success of that film it showed me that James has talent in directing as not only was the film terrifying but it also left lasting effect on viewers which told me his work was of a good standard as he is able to properly capture the essence of real and true horror. The production company I chose to produce my film was Blumhouse Productions as they have endorsed a number of successful horror films including; Sinister, Insidious, Paranormal Activity 1&2, The Purge, Ouija and Dark Skies. This meant I could be reassured that this production company would be beneficial to the production of my film as they have plenty of experience and have gotten good results from previous projects that they have taken on. Not only that but they are a professional production company which means the audience can be reassured of the quality and professionalism of the film.

I used the bloodied door as the main image on the poster as it symbolises the pain and suffering. I made it the centre and main image as it will be incredibly prominent and overpowering which is what I wanted. I wanted the viewer to be intimidated by the scale of this door which makes them feel small and defenceless just like the characters in the film. This helps them relate to how small and scared the characters feel behind this door. The large bloodied hand prints displayed all over the door have been placed apart from each other showing that this suffering has not been a one off event and that it has happened to numerous people which gives an eery feel to the film. Which will hopefully attract the viewer as these blood red hand marks are so prominent in contrast to their dark surroundings. This also shows that the pain comes from within the darkness as the blood marks are all over the dark door and have been caused by something lurking within the dark. The placement of the monster in the middle of my poster was to show that this monster is the central evil and horror that the film is based around it. The fact that the monster is in the middle shows that it is of large significance to the film and that a lot of the pain caused is centred around it and stems from it. I used the typical film poster layout of; title at the top, tagline at the bottom, film credits at the very bottom and images in the centre. This allows the poster to simply and effectively get its message and point over to the viewer without being too cluttered and too messy.