

Movie Poster Project

Your task is to create a movie poster for one of the stories in The Illustrated Man. In your group of no more than five, you can work with other cores, design a movie poster using one of the following techniques:

- ♦ Fantasy – Shows superheroes or a futuristic scene
- ♦ Emotional Appeal - Stirs emotional response
- ♦ Humor - Shows something unusual to make people laugh
- ♦ Beauty Appeal - Beauty attracts us; we are drawn to beautiful people, places, and things.
- ♦ Nostalgia - Shows history or brings back the idea of “the good old days”

	Advanced	Proficient	Partially Prof.	Novice
Benchmark FA.6-8.1.2 Apply selected elements and principles of art and design to communicate a particular message or opinion in an original work of art	Student clearly communicates the genre of movie (i.e. horror, comedy, love story, etc) using an appropriate movie poster technique.	Student communicates the genre of movie (i.e. horror, comedy, love story, etc) using an appropriate movie poster technique, but the elements need to be explained to understand what technique was used.	Student communicates the genre of movie (i.e. horror, comedy, love story, etc) using an appropriate technique but cannot explain what technique was used and what elements in the poster show the technique.	Student uses no/inappropriate movie poster technique for the genre of movie.
Benchmark LA.8.6.8 Describe how techniques used in visual media influence audiences	In write-up, student clearly explains what technique was used, why it was chosen, how the design influences the audience, and what elements of the poster show the techniques.	In write-up, student explains what technique was used, why it was chosen, and what elements of the poster show the techniques. Does not explain how the design influences the audience.	In write-up, student summarizes poster by explaining the technique used but does not explain elements or elements don't match technique.	In write-up, student summarizes poster but does not explain technique and/or elements that show technique.

Movie Trailer Project

To accompany your movie poster, you must create a trailer for the story you chose to make the poster. Your trailer must follow these guidelines:

- Last at least 20 seconds but no more than 2 minutes
- Have some kind of video portion of the story
- A script, written in play format, for movie portion and for the narrator of the trailer.
- Cannot give away the ending of the story; choose interesting parts of the story for the preview without giving entire story away.

This assignment is meant to be fun and a chance to work with others. You can choose students in other cores but be aware if you are alone in a core, you will present by yourself.

Possibilities of software to use are iMovie on Macs, Movie Maker for PC's (may not be on Windows 7 computers but download it from Microsoft website), any other movie programs, and PowerPoint. PowerPoint has limited capabilities but it is possible to make a decent project with it.

Don't wait too long to start because it may take a while and you may need to meet outside of class to get this finished.

Check points:

Nov. 29 – Group and story

Dec. 3 – Any group and story changes

Dec. 6 – Script and story board for trailer; draft of poster

Dec. 10 – Write up for presentation; partial trailer (to test on school computer)

Dec. 12 – 14 – Presentations

