# 4e – Poster visual language techniques

1. Describe how the following visual language techniques have been used in ‘The Interviewer’ poster. Use the addition rows to identify any other visual language techniques.

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| --- | --- | --- |
| **Visual Language** | **Description** | **Impact on meaning** |
| **Symbols** |  |   |
| **Colour** |   |   |
| **Lighting**  |  |   |
| **Facial expression** |  |   |

1. Review ‘The Interviewer’ poster against the check list below. Make comments about how effectively the convention has been applied or recommendations about how the missing conventions might be included in the ‘notes’ column.

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| --- | --- | --- |
| Poster conventions | Yes/no | Notes |
| Film title in large and easy to read font |  |  |
| The imagery is related to the tone of the film |  |  |
| The colour theme is related to the tone of the film |  |  |
| Names of main actors, director, producer and company funding project are included |  |  |

1. Research promotional posters online and collect images of the designs you like. Make a list of the features you would like to include in your promotional poster/ graphic.

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| Images of promotional posters/ graphics | List features to include in your own poster or graphic  |
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