

Movie Poster Elements

Genre: The general category your movie can be classified as

- Drama
- Comedy
- Action/Adventure
- Animated/Anime
- Science Fiction/Fantasy
- Romance
- Western
- War
- Documentary
- Musical
- Teen
- Mystery/Thriller

Target Audience

- Who are you making this movie for?
Who will want to see your movie?
(gender, age group, culture, etc.)
- How will it appeal to this audience?
What will you include that this audience enjoys?

Treatment/Synopsis

A plot summary that concisely explains the setting, characters, storyline, conflict and resolution of your fictitious and original movie.

Title and Tagline

- Title: limited amount of words to grab interest of intended audience
- Tagline: a unique phrase that piques the interest of the audience and possibly sums up the storyline without revealing the resolution

- Batman-The Dark Knight: “When Darkness Falls, the Knight Will Rise” -and “Why So Serious?”
- Finding Nemo: “There are 3.7 trillion fish in the ocean. They’ re looking for one”
- The Notebook: “Behind Every Great Love is a Great Story”
- Zoolander: “3% Body Fat, 1% Brain Activity”
- An Inconvenient Truth: “By Far, the Most Terrifying Film You Will Ever See”
- Disturbia: “Every Killer Lives Next Door to Someone”