**TV and Video Production**

**“Creating a Marketed Media Poster”**

**TGV Mr. Babony**

⋅ Once you have finished brainstorming, you will create a promotional media poster for your assignment.

⋅ You will be given an "in class" tutorial using the computer program Adobe Photoshop Elements, to create your poster.

⋅ Keep in mind: Who, what, where, when, and why.

⋅ Your poster size must be 8.5" x 11"

Great sample sites for your movie poster ideas.

http://ca.movieposter.com/

http://www.impawards.com/

http://www.moviesonline.ca/movie\_posters.php

**Important poster tips.**

* ⋅A poster should describe one or more interesting aspects of your project. That is, a poster might not completely cover every detail of your project.
* ⋅A good poster will serve as a ‘conversational prop' to help you describe your work and answer questions during a poster presentation session.
* A good poster will also be capable of describing your project clearly when you are not there to present it.
* Decide on your main message and let everything focus around that.
* Use a large font; text must be readable from a distance.
* Avoid clutter in your poster design.

See below for marking scheme

Poster Rubric

Grading Rubric for Poster

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 5 | 4 | 3 | 2 | 1 |
| **Content** | Content is accurate and all required information is presented in a logical order. | Content is accurate but some required information is missing and/or not presented in a logical order, but is still generally easy to follow. | Content is accurate but some required information is missing and/or not presented in a logical order, making it difficult to follow. | Content is questionable. Information is not presented in a logical order, making it difficult to follow. | Content is inaccurate. Information is not presented in a logical order, making it difficult to follow. |
| **Presentation** | Presentation flows well and logically. Presentation reflects extensive use of tools in a creative way.  Each member’s information is represented and identified with their name. | Presentation flows well. Tools are used correctly  Each member’s information is represented and identified with their name. Overall presentation is interesting. | Presentation flows well. Some tools are used to show acceptable understanding.  Each member’s information is represented and identified with their name. | Presentation is unorganized. Tools are not used in a relevant manner. Lacking some of the members’ information/ and or information is not identified | Presentation has no flow. Insufficient information and lacking some of the member’s information. |
| **Pictures, Clip Art Background** | Images are appropriate.  Layout is pleasing to the eye. | Images are appropriate. Layout is cluttered. | Most images are appropriate | Images are inappropriate or layout is messy. | No images |
| **Mechanics** | No spelling errors. No grammar errors. Text is in authors’ own words. | Few spelling errors. Few grammar errors. Text is in authors’ own words. | Some spelling errors. Some grammar errors.  Text is in authors’ own words. | Some spelling errors. Some grammar errors. Most of text is in authors’ own words. | Many spelling and or grammar errors. Text is copied. |
| **Special Effects** | Many special effects on most layers. |  |  |  | No special effects on most layers. |

/20