Digital Design 2/3

Go to the following website for some examples.

<http://www.webdesignerdepot.com/2011/02/7-elements-of-a-great-movie-poster-design/>

Create a movie poster for the movie you are making.

Movie Poster Rubric

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Points** | **1** | **2** | **3** | **4** | **Total** |
| Book Title | No title | Title is present, but lacks formatting | Title is present, has some formatting but has flaws (i.e. too small, placed wrong, etc) | Title is present and has excellent formatting |  |
| **Main Characters**  In Poster Footer | No main characters | Incomplete main characters | Adequate main characters but some missing | Complete main list |  |
| Images | No images | Images do not reflect the story | Images adequately reflect the story | Images appropriately reflect the story |  |
| Summary Blurb | Inadequate plot summary | Incomplete plot summary | Adequate plot summary including some details | Complete plot summary highlighting major events |  |
| **Student Recommendation**  (critic’s quote) | No recommendation | No justification for recommendation | Adequate justification for recommendation | Convincing, reasonable justification for recommendation |  |
| Overall Poster Design | Confusing, irrelevant, distracting use of graphics and text | Graphics and text are somewhat purposeful, but many are unrelated to content | Graphics and text are purposeful and most are logically related to content | Purposeful, logical flow of graphics and text to convey relevant content |  |

TOTAL POINTS: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_