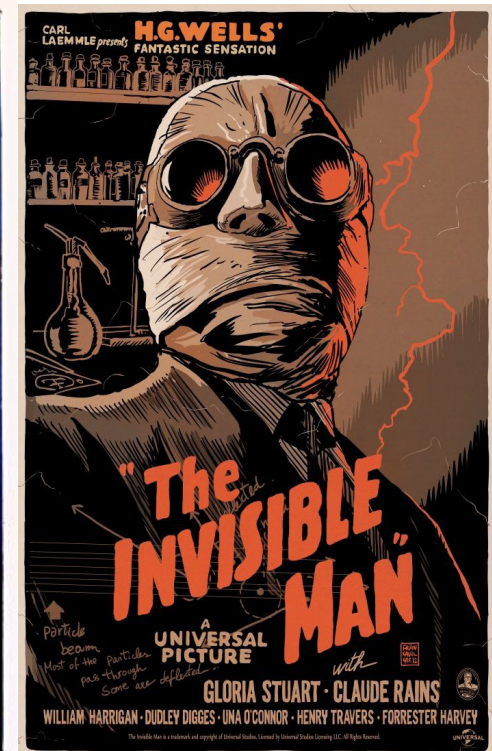


DESIGN AND ILLUSTRATION of

CLASSIC MONSTER

MOVIE POSTERS



MOVIE POSTER HISTORY

Film posters have been used since the earliest public exhibitions of film. They began as outside placards listing the programme of (short) films to be shown inside the hall or movie theatre. By the early 1900s, they began to feature illustrations of a film scene or an array of overlaid images from several scenes.

MONSTER MOVIE POSTER HISTORY

The first feature-length films to include what are regarded as monsters were often classed as horror or science fiction films. The 1915 German silent film *The Golem*, directed by Paul Wegener, is one of the earliest examples of film to include a creature. The German Expressionist *Nosferatu* in 1922, and the depiction of a dragon in Fritz Lang's *Die Nibelungen* in 1924, followed tradition. In the 1930s, American film studios began to produce more successful films of this type, usually based on Gothic tales such as *Dracula* and *Frankenstein* in 1931, both heavily influenced by German Expressionism, followed by *The Mummy* (1932) and *The Invisible Man* (1933).

Classified as Horror films, they included iconic **MONSTERS**.



KING KONG is one of the earliest and most famous monster movies

9 MOVIE POSTER MUST HAVES

1. **Attention** - jump out from the wall.
2. **Iconography** - showing without telling.
3. **Interest** - create an incentive to see the film.
4. **Appeal** - create desire with fans and non-fans alike.
5. **Style** - a look that's consistent with the film.
6. **Lasting Appeal** - a look that suits other formats.
7. **Recognizability** - if it's a sequel, make it obvious.
8. **Typography** - interesting and informative type.
9. **Overall composition** - every aspect unites one another.

Information that a Movie poster holds:

- Title
- Actors/Actresses
- Presented by
- A short sub title (*clever sentence about the film*)



