



Another film poster that has a specific title design I admire is the film poster 'Insomnia' meaning the disability to sleep plays a big role on why I think this title design stand out for me as it is not only in a bold text for the audience to pick up on what the horror film will cause the audience to not be able to do, but it is covered in tints of stained blood on the text itself to give a dramatic effect overall.



The horror poster below has an image of a girl implying that the audience should be quiet from the posture she shoes. This can be seen as intimidating and unsettling to the audience as the image is also reinforced by the title 'Don't speak'. I admire this as I can tell from the image it will bring out the true horror in the film.



I am fascinated by the layout of this horror poster because as soon as I look at the layout, I immediately get the sense of darkness and evil from the pitch-black background that is being displayed. The colour black represents a sense of mysteriousness or the unknown. The structure of the main image stands out to me, it displays a dagger wrapped around a ghost face with blood dripping down the edge of the blade. The audience are unaware of what to expect, only that there will be murder scenes.



Overall, I praise the work of the horror poster below as it not only best captures my film narrative, but it does not have to do too much to capture the reader's attention, it is a simple layout, and it captures a sense of emotion in the main image. In this image there is a close-up shot on the left eye of a killer clown that most people can be able to identify emotion in its eyes. I can see pain in the eyes of the clown from the close-up shot that makes me intrigued to the reason behind that pain that is being portrayed. The scar across its eye could indicate to the audience that the clown is permanently scarred from whatever pain that they might have gone through. The word 'permanently' being due to the fact that scars do not heal. This will best capture my film's narrative and feeling because my film involves the pain that the Ex-wife holds towards her Ex-husband. The close-up shot will be like an idea that I have in creating my film poster, as I will want to make sure to capture the pain in her eyes. The Red coloured Bold text 'Clown' also captures my attention as it is one word that best describes the primary image.

