

## Candidate 1 evidence

3.	Language:	
	• In the poster for 'Knives-out' there is a clear use of colour. The title of the film 'Knives out' is in bold yellow letters, this makes it stand out due to it	

	being a bright and eye-catching colour. The colour yellow also has a more negative connotation of insanity, which could give us some clue to what is going on in the film. Yellow is also used for the date the film is coming out and several names of famous actors who are in the film. This could suggest this is important information and it would draw our eyes to this information. Everyone in the poster is shown to be wearing a different colour, this could suggest that there is a sense of conflict between the characters.	
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The names of actors /actresses they like and want to go and watch the movie.

Representation -

- ~~In the movie poster~~

In the poster for 'knives out' there is a lack of female representation. The poster shows predominantly more males which could show it is a more male dominated film. This could put females off of watching the film due to them being underrepresented. There is also only one black man on the poster which could show there is a lack of representation of ethnic minorities, this could suggest the film might not be as inclusive as people had hoped it would be. However, the characters are also standing at the same level which could suggest they all have equal power apart from the one man sitting at the front.

- In the poster for 'murder on the orient express', males and females are mostly represented equally. However, most of the women are represented smaller which could suggest men might have more power in the plot of the film. There is also

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	<p>only one black man on the poster which could show ethnic minorities are being underrepresented. This could put ethnic minorities off of watching the film due to their ethnicity not being as widely represented.</p>	
	<p><del>Ca</del> Narrative:</p> <ul style="list-style-type: none"><li>• There is a clear use of Propp's narrative structure on both the posters. In the poster for 'knives out' the man who is positioned in the red chair could be being represented as a hero as it makes him look like he is an important character for the film. In the poster for 'murder on the orient express' there is a clear suggestion that there is a hero and a villain. One is positioned sitting down and one is standing up, but these are two of the biggest figures on the poster which could suggest one is the hero and one is the villain, and it could suggest there is conflict between the two characters.</li></ul>	

## Candidate 2 evidence

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③	PAIR A section 2	
	poster 1 - knives out Poster 2 - murder on the orient express	
	<p>Poster 1 has a very bright colour scheme, yet all of the characters outfits are different from each other. This highlights the fact that each one of them is a suspect and each has a clear motive.</p>	
	<p>Poster 2 on the other hand does not have a bright colour scheme. The colours are very cool toned, dark and muted. This perhaps conveys that there is a blurred line between all the suspects and that no one knows who it is.</p>	
	<p>The background of poster 1 seems to be a grand looking house. This conveys to the audience that the film is predominantly set in this house and that the murder took place there.</p>	
	<p>Similarly, to poster 1, <del>the</del> the background of poster 2 is shown to be a train carriage. This also conveys that the film's main location is that train,</p>	

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and that the murder also took place there hence the film title 'murder on the orient express'

The title of poster 1 dominates the top half of the poster while the cast take up the bottom half. The title is large, clear to see and is also in a bright yellow making it a focal point of the poster. The characters being a main point of the poster convey that this is a character driven film.

Similar to poster 1, the title and characters are the main focal points in poster 2. The film title is easy to read as it is large and bright. The writing/font mimics neon lighting which makes it easier to read. The characters taking up a large portion of the poster also suggest that this is a character driven/based story.

On poster 1, the actors names are in very small writing at the very top of the

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	<p>poster. This suggests that they are not using the actors big names as a unique selling point and instead relying on the film title and concept.</p>
	<p>On poster 2, the star studded cast of actors is in bigger writing at the top of the poster. This suggests that this poster is using the actors names as a unique selling point for the film. Fans of these actors will be attracted to this film as their names are clearly displayed on top of the poster.</p>
	<p>The tagline of poster 1 "Hell, any of them could have done it" is at the bottom of the poster. It represents in one line, the <sup>genre</sup> <del>point</del> of the film (a whodunnit mystery) and shows that <del>every</del> all of the characters are suspects.</p>
	<p>The tagline of poster 2 is extremely similar to that of poster 1 "everyone is a suspect" This line, like poster 1 is conveying the fact that no one is safe and that everyone is</p>

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	suspicions It also gives a taste of what	
	to expect in the film, a murder	
	investigation where everyone is a suspect.	



## Candidate 3

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In magazine cover 1;	<p>In the first magazine cover, it has the masthead title 'VOGUE' at the top of the page in large, bold letters. This contrasts with magazine cover 2 as it is in a softer font and is more delicate. Vogue is a well known magazine and that being the first thing the viewer sees will immediately catch their attention. This is similar to magazine cover 2 as the big lettering and it being at the top of the page will immediately catch the viewers eye. In magazine cover 1, the gold against the pale blue contrast, making it more noticeable. This is similar in magazine cover 2 as the <del>white</del> white stands out against the blue words such as "vanishing" and "talk-of-the-party" in magazine cover 1, will make the viewer want to read on to see how to be like these things.</p>

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This is similar to magazine cover 2 where it says "On learning to let go & being more fearless". These both make the viewer want to buy the magazine so they can learn to do these things and be just like the people in the magazines. In Magazine cover 1, the simple, white lettering against the black and blue background entice the viewer as it's bold and catches their eye. This lettering is similar in magazine cover 2 and they are both simple, elegant and easy to read.

Representation

Both magazine covers represent Amy Adams differently. In magazine cover 1 she is represented as dangerous and fearless but also elegant. We can see this in the direct address with the eye





## Candidate 4

### 3) – Pair A

Both posters have quite a similar layout. In both posters there are a large number of characters in the centre next to the film titles. The Knives Out poster consists of many characters taking up the centre with the title in bold above their heads. The Murder on the Orient Express poster is very similar to this as everyone is surrounding the centre and the title is overlapping them in the middle of the poster. In this poster however the font for the title is a lot slimmer and thinner than on the bold Knives Out poster. The thin blue title on the MOTOE poster could suggest that this is more of a sci-fi film as glowing blue text is common throughout films that include a lot of technology and scientific scenes. This could attract Sci-Fi film fans as the glowing blue title suggests that this film could include a lot of technology or science as the blue glowing text is commonly used by Sci-Fi films. The bold, yellow Knives Out title however suggests to me that this film could be less serious as the title looks fun and vibrant rather than dark and mysterious. This could attract a younger audience to see this film as teenagers usually prefer watching enjoyable and funny films rather than serious films.

In the Knives Out poster everyone is wearing quite bright and stand out colours. For example the woman on the right of the man in the centre is wearing a bright pink suit and pink heels. This could also suggest that this is quite a fun and happy film as the vibrant colours are usually associated with happiness and fun. This could also hint that this film will be enjoyed by and could attract a more younger audience as teenagers usually would rather watch a fun and enjoyable film than a more serious and old fashioned film. The two men behind the man in the middle are also wearing stand out colours (orange and blue) which strengthen this idea. The MOTOE poster is very different to this as the characters are all wearing more dull colours such as navy and grey. This suggests that this film could be more serious and old fashioned as everyone is wearing suits and smart clothes which is usually connected with more serious films. This could attract an adult audience as they are more suited to serious and old fashioned films rather than jumpy and childish films.

In Both posters the majority of the characters are standing however there is one man sitting in front of them. In the MOTOE poster the man sitting at the front looks to be very serious as his facial expressions are very firm. He has his legs crossed with a drink in his hand resting on his leg which could suggest that he is the leader of the group as he seems to be carrying himself like a 'boss'. He also has a really smart suit on which furthermore suggest he could be a serious and 'no-nonsense' character. This could attract a male audience as they would usually rather watch films where the main characters are men as it portrays them as strong and powerful. The man sitting at the front of the 'Knives Out' poster also has his legs crossed however he has less of a serious facial expression as he looks like he is nearly smiling. This man has his fingers crossed which makes me think that he is the leader and the boss of this group as it suggests that he is smart and he knows what he is doing.

Both posters include a number of older characters which could appeal to an older audience as there aren't many films that include older people as main characters. In the Knives Out poster there looks to be 2 or 3 old people which is the same in the MOTOE poster. There is still a massive contrast between these posters in terms of the older characters however as they are wearing completely different things. In the Knives Out poster the older people are wearing bright and vibrant colours which suggests that their characters are more fun than the stereotypical wise and old fashioned role that older people usually take up in other films. In the MOTOE poster the older people are all wearing very smart suits which suggest they do follow the common theme of older characters being wise and old fashioned. Even the way the man on the left of the MOTOE poster is standing makes me think that he is more of an old fashioned character as he has one arm out with his first resting on his lower back and the other hand on what looks to be a walking stick. This could attract an older audience as

they could see a sense of relatability to the older characters as they will have lived through the same times as these characters when the world was a lot different.

Both film posters look to have rather old fashioned backgrounds. On the Knives Out poster the background looks like an old library with an old fashioned red designed carpet. This could suggest that even though the characters are all wearing bright and vibrant colours, this film could still be set during the olden days. The old fashioned library background could appeal to an older audience as it will lead them to believe that this film is based in the olden days when they were growing up so they could maybe relate to it. In the MOTOE film poster the background looks like an old fashioned bar or diner. This is because of the wooden walls and the pattern on the ceiling. The wooden walls are very common among old fashioned pubs and bars as back in the day that's what most of the bars actually looked like. The actual bar itself is also wooden which strengthend this idea of this location being old fashioned. This could attract an older male audience as older people will have many fond memoriues of places like this and men usually go to pubs more often than women so they will also have many good memories at places like this.

## Candidate 5

3 Both the posters for 'Knives out' and 'murder on the Orient express' are ~~for~~ <sup>of</sup> the mystery genre. This is made clear in the 'Knives out' poster in the tagline "Hell any of them could have done it." because it implicates an 'it' or crime as well as raising the quintessential enigma of the genre; who dunnit? This intrigues the audience to watch in order to try ~~and~~ <sup>and</sup> find out.

The 'murder on the Orient express' poster also utilises a tagline to a similar effect with; "Everyone is a suspect". This uses the same tactic of creating an enigma to pull the audience in. The two posters are remarkably similar in this as both taglines mean the exact same as in every single character could have been the one to commit

ENTER NUMBER OF QUESTION	<p>the murder. Though <del>knives</del> 'knives out' has a more casual tone than 'murder on the orient express' which is more professional. This hints to the tone of the films and suggests 'knives out' will be more humorous.</p> <p>The idea that the 'knives out' poster insinuates a more comical or upbeat film than 'murder on the orient express' is continued through the colour palets of the poster. The former has bright colours with a bold yellow title, which is usually a happy colour, bold coloured costumes and the red throughout much of the lower poster with the carpet and armchair. There is darkness around the top bottom and edges with deep shadows too which is appropriate as the film is about murder and death and darkness usually denotes serious themes and unhappiness. Though the bright colours brighten the tone and suggest strong bold characters which let the audience assume some level of comedy in the film. Conversely the 'murder on the orient express' poster is much darker and more monotoned with blue being the dominant colour other than black. This cold colour theme</p>	DO NOT WRITE IN THIS MARGIN
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suggests a cold atmosphere in the film and distrust between the characters. The sombre palette is visually attractive though as it is refined and it makes the film seem as though it will be serious but visually stylised which will encourage viewers to watch it.

Both posters tell you a bit about the setting of the films from the backgrounds. 'Knives Out' appears to be in an old private library, suggesting wealth is on the line and that perhaps these people are related and as an explanation for the setting would be reasonable if it was an inherited family home. This insight into the story and potential relationships of the characters encourages viewers as it establishes them somewhat, investing the audience. The other poster has all the characters in a train carriage, a hint to the setting is also obvious in the title which states it to be the 'Orient Express' a train. This lets us know that the location is not fixed, which is intriguing as you want to see the journey. Also

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	<p>it tells us that the characters are passengers and probably don't know each other which also intrigues the viewer as they question the enigma of motives between strangers.</p>	
	<p>Both posters have the names of the cast at the top of them. This is to draw in fans of those actors to watch and convince people it is worth it as they should have heard of the famous names and be reassured that if it has good actors it should be a good film and worth the watch. The 'orient express poster' goes a step further and includes prestige of the actors with awards and nominations listed above the names this further assures that there is an excellent cast in order to draw in audiences.</p>	
	<p>The characters are arranged differently between the posters. In 'Knives out' they are together side by side with one older man seated in the centre, this position suggests he is a powerful and important character. In the 'orient</p>	

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express poster the characters are more spaced out and at different angles, this creates more visual interest but at a stronger sense of mistrust between them since they are all keeping their distance and side-eyeing each other. This makes the characters of knives out seem comparatively closer and more trusting of each other implying interesting dynamics of internal politics.

Orient express also has a man seated in a chair in the foreground, though off to the side. The different pose singles him out and makes him seem important but the different angle makes him seem less accepted than the man in the other poster who is surrounded. The main patriarchal figure seems to be the old man in this poster.