Candidate 1 evidence

3. Language:	
In the poster for 'knives-out' there is a clearuse of	
colour. The title of the film knives our is in hold	
L yellow letters, this makes it stand out due to it	

being a bright and eyecatkhing colour-the colour	
yellowalso has a more negative connotation of	
insanity, which could give us some clue to what	
is going on in the film. Yellowis 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	
pasteris snown to be wearing a different colour, this	
Could suggest that mere is a sense of conflict	
between the Characters.	_

In the poster for 'murder on the orient express'	
there is also a heavy use of colour, However, a	_
difference is that it is mostly dull colours. There is a	
neavy use of purple in the poster which could show	
it to be more serious. There is also a use of red on	
rheslogan 'everyone is a suspect', the names of the	
famerus actors who are in the movie and the	
manch the movie is coming out this could suggest	
it is important information and the contrast	
between the blue-purple colours and the rea	
draws our attention to this in formation. this	
could have been done because people might see	

ENTER NUMBER OF QUESTION		DO NOT WRITE II THIS MARGIN
	the names of actors factresses they like and want to	
	go and watch the movie.	
	Representation -	
	* In the marie pe	
	In the poster for 'knives out' there is a lack of	
	Female representation the poster shows predominantly	
	more males which could showit is a more male	
	dominated film. this could purfemales off of	
	watching the film due to them being underrepresent	cl
	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 haped 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	

ENTER NUMBER OF QUESTION		DO NOT WRITE IN THIS MARGIN
	Only one black man on the poster which could	
	Show ethnic minorities are being under represented	
	This could put ethnic minarities off of watching	
	the film due to their ethnicity not being as widely	
	represented.	
	<u> </u>	
	Ga Marrative:	
	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 jouster for improver	
	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-	
	· · · ·	

Candidate 2 evidence

ENTER NUMBER OF OUT	DO NOT WRITE IN THIS MARGIN
3 PAIR A section 2	MARCIN
Poster 1 - knives out Poster 2 - murder on the	1 1
Paster I has a very bright colour scheme,	yet
all of the characters outfits are differe	nt
from each other This highlights the	
fact that each one of them is a suspec	<u> </u>
and each has a clear motive	
Poster 2 on the other hand does not he	ave
a bright colour scheme The colours are	
very cool toned, dark and muted. The	·
perhaps conveys that there is a burred	1 line
between an the suspects and that no	,
one knows who it is	
The background of poster 1 seems to b	28 01
grand looking house. This conveys to t	he_
audience that the film is predominant	-
Set in this house and that the murde	V
took place there	
Similary, to poster 1, poster	the
background of poster 2 is shown to	ье
a train carnage. This ouso conveys t	nat
the films main location is that train	<u>n</u>

Higher Media

ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN
and that the murder are took place there.	
honce the film title 'murder ont the arient	
express.	
The title of poster I dominates the top	
houf of the poster while the coast	
take up the bottom half. The title is large	e,
Clear to see and is also in a bright	
yeuow moveing it a focal point of the	
poster. The characters being a main point	
Of the poster convey that this is a	
Character driven frim.	
Similar to poster 1, the title and characte	WJ
are the main focal points in poster ?	
the film title is easy to read as it is	
large and bright. The writing/font.	
mimics neon lighting which makes it easis	
to read. The characters taking up a large portion of the poster as a suggest	
that this a is a character driven/bayed	
Story.	,
On poster 1 the actors names are in ve	va
5 may writing at the very top of the	

ENTER NUMBER OF QUESTION		DO NOT WRITE IN THIS MARGIN
	poster. This suggests that they are not using	
	the actors big names as a unique selling	<u> </u>
	point and instead relying on the film title	_
	and concept.	
	On poster 2, the Star studded carrage	
	actors is in higger writing at the top of	
	the poster. This suggests that this poster	
	is using the actors names as a unique	
	suling point for the film. Fans of	
	these actors will be attracted to this	-
	film as their names are clearly displayed	4
	on top of the poster.	
	The tagline of poster 1 "Hell, any of then	ą
	could have done it " is at the bottom of	
'	the poster. It represents in one line, the genre	_
	the film (a whodunnit mystery	}
	and Shows that an of the	
	characters are suspects.	
	The tagune of poster 2 i's extremely	
	Similar to that of poster 1	
	"evenyone is a suspect" This line, like	
	poster 1 is conveying the fact that no	
	one is safe and that everyone is	

ENTER NUMBER OF QUESTION		DO NOT WRITE IN THIS MARGIN
	suspicions It auso gives a taste of what	
,	investigation where everyone is a suspect.	

Candidate 3

In the first magazine cover it has the masthered title Volute at the top of the page in Vargine 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 win immediately catch their attention. This is similair to magazine cover 2 as the big lettering and it being at the top of the page win immediately catch the viewer eye. In magazine cover 1, the gold against the pace blue contrast, making it more noticeable. This is similair in magazine cover 2 as the protection while stands out against the blue words such as "vanishing" and "talk- of the party" was in magazine cover 1, will make		ENTER NUMBER OF QUESTION		DO NOT WRITE IN THIS MARGIN
nagazine cover 2 as it is in Magazine cover 2 as it is in Magazine cover 2 as it is in a softer pont and is more delicate. Mogue is a well known magazine and that being the girst thing the viewer sees win immediately catch their attention. This is similair to magazine cover 2 as the big lettering and it being at the top of the page win immediately catch the viewer eye. In magazine cover 1. the gold against the pare blue contrast, making it more noticeable. This is similair in magazine cover 2 as the predated the while stands out against the blue Nords such as "vanithing" and "talk- of the pares" was in magazine cover 1, will make the viewer want to read on to			In the first magazine cover, it	
Magazine cover 2 as it is in Magazine cover 2 as it is in a softer pont and is more delicate. Voque is a well known magazine and that being the girst thing the viewer sees win immediately catch their attention. This is similair 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 pare blue contrast, making it more noticeable. This is similair in magazine cover 2 as the past states while stands out against the blue Words such as "vanishing" and "talk- of the party" was in magazine cover 1, will make				
magazine cover 2 as it is in a softer pont and is more delicate. Vogue is a well known magazine and that being the piece thing the viewer sees win immediately catch their attention. This is similair to magazine cover 2 as the big lettering and it being at the top of the page min immediately catch the viewer eye. In magazine cover 1 the gold against the pare blue contrast, making it more noticeable. This is similair in magazine cover 2 as the present delice while stands out against the blue Nords such as "vanishing" and "talk- of the party" was in magazine cover 1, will make the viewer want to read on to				
magazine a softer pont and is more delicate. Vogue is a well known magazine and that being the piror thing the viener sees win immediately catch their attention. This is similain to magazine cover 2 as the big lettering and it being at the top of the page will imediately catch the viener eye. In magazine over 1 the gold against the pace blue contrast, making it more noticeable. This is similair in magazine cover 2 as the present today while stands out against the blue Words such as "vanihing" and "talk-og-the-party" was in magazine cover 1, will make the viener want to read on to			Varge, bold letters. This contrasts with	
Vogue is a well known magazine and that being the giver thing the viewer sees win immediately catch their attention. This is similar to magazine cover 2 as the big lettering and it being at the top of the page my immediately catch the viewers eye. In magazine cover 1, the gold against the pare blue contrast, making it more noticeable. This is similair in magazine cover 2 as the path batch white stands out against the blue words such as "vanihing" and "talk- of the party" was in magazine cover 1, will make the viewer want to read on to			Magazine (over 2 as it is in	
and that being the first thing the viewer sees win immediately catch their attention. This is similair to magazine cover 2 as the big lettering and it being at the top of the page min immediately catch the viewers eye. In magazine cover 1, the gold against the pare blue contrast, making it more noticeable. This is similair in magazine cover 2 as the break better white stands out against the blue Words such as "vanishing" and "talk- of the party" was in magazine cover 1, will make	In azine	2	a softer point and is more delicate	
the viener sees win immediately catch their attention. This is similair to magazine cover 2 as the big lettering and it being at the top of the page win imediately catch the vieners eye. In magazine cover 1 the gold against the pare blue contrast, making it more noticeable. This is similair in magazine cover 2 as the presentation while stands out against the blue Words Such as "vanihing" and "talk- of the party" was in magazine cover 1, will make the viener want to read on to	mager 2;		Vogue is a well known magazine	
catch their attention. This is similair to magazine cover 2 as the big lettering and it being at the top of the page min invediculy catch the viewer eye. In magazine cover 1, the gold against the pace blue contrast making it more noticeable. This is similair in magazine cover 2 as the pagazine while stands out against the blue Words such as "ramihing" and "talk-of-the-party" was in magazine cover 1, will make the viewer warr to read on to			and that being the girst thing	
to magazine cover 2 as the big lettering and it being at the top of the page min investigating catch the viewers eye. In magazine cover 1, the gold against the pace blue contrast, making it more noticeable. This is similair in magazine cover 2 as the prestricted while stands out against the blue Words Such as "vanishing" and "talk- of the party" was in magazine cover 1, will make the viewer want to read on to			the viewer sees win immediately	
lettering and it being at the top of the page will investigate catch the Viewers eye. In magazine cover 1, the gold against the pare blue Contrast, making it more noticeable. This is similair in magazine cover 2 as the break better while stands out against the blue Words such a "vanishing" and "talk- of-the-party" was in magazine cover 1, will make the viewer want to read on to			catch their attention. This is similar	
the page with investigated catch the viewers eye. In magazing cover I the gold against the pace blue contrast, making it more noticeable. This is similair in magazine cover 2 as the passated to white stands out against the blue Words such a "vanishing" and "talk-of-the-party" was in magazine cover 1, will make the viewer want to read on to		-	to magazine cover 2 as the big	
the gold against the pase blue Contrast, making it more noticeable. This is similair in magazine Cover 2 as the prest back white stands out against the blue Words Such as "vanishing" and "talk- of-the-party" was in magazine cover 1, will make the viewer want to read on to			lettering and it being at the top of	
the gold against the pace blue contrast, making it more noticeable. This is similair in magazine cover 2 as the president white stands out against the blue Words such as "vanishing" and "talk-og-the-party" was in magazine cover 1, will make the viewer want to read on to			the page vily invedicably catch the	
contrast, making it more noticeable. This is similair in magazine cover 2 as the production while stands out against the blue Words such as "vanishing" and "talk- of the -party" was in magazine cover 1, will make the viewer want to read on to			V	
contrast, making it more noticeable. This is similair in magazine cover 2 as the productions while stands out against the blue Words such as "vanishing" and "talk- of the -party" was in magazine cover 1, will make the viewer want to read on to			the gold against the pace blue	
cover 2 as the productions while stands out against the blue Words such as "vanishing" and "talk- of the -party" was in magazine cover I, will make the viencer want to read on to				
while stands out against the blue Words such as "vanishing" and "talk-of-the-party" was in magazine cover I, will make the viewer want to read on to			This is similair in magazine	
while stands out against the blue Words such as "vanishing" and "talk-of-the-party" was in magazine cover I, will make the viewer want to read on to			cover 2 as the president	
blue Words such a "vanishing" and "talk- of-the-party" was in magazine cover I, will make the viewer want to read on to			while stands out against the	
Magazine cover 7, will make the viewer want to read on to				_
Magazine cover 7, will make the viewer want to read on to			and "talk- of-the-party" was in	
See land to La like Have Haines				
1 1 00 MINU TO DE WICE WILL TOUTINGS.			See how to be like those things.	

ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN
This is similair to magazine cover	
2 where it says "On learning to	
let go & being more geartess. These	
both make the viewer want to	_
byly the Magazine 50 they can.	
bearn 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	
lye. This lettering is similair in	
magazine cover 2 and they are	
born simple, elegant and easy	
to read,	
representation Porto Mala STico Como Torresto	
And Adams discons represent	
10 Manibe cover 1 st	
VE DIE HEATEN AN CARDEROUS and coolded	
lout also fleant the consequent	
in the direct adject i with the pilo	
Both magazine covers represent Any Adams differently. In magazine cover I stre is represented as dangerous and fearless but also elegant. We can see this in the direct advess with the eye	

ENTER NUMBER OF OCCUPATION	DO NOT WRITE IN THIS MARGIN
contact and intense stare. She is	
wearing all black which connocs	
danger. This G contrasting with	
magazine cover 2 as she is still	
making direct eye contact but not	
es intense because of the Smile. This	-
Suggests she is unocent. Another	
contrait is in plantai 2, we see her	
in soft looking, delicate grey blue	
Silk. This is contrasting with	
magazine cover 1 as its more	
delicate and has a softer colour	
than magazine mother Is black.	
In cover 1, the black suggests	
she is gierce. The black dress also looks	
quite see through which can be	
Seen as sexy. This confrasts cover	
2 as the dress is softer material	i
and a lighter colour Suggests	
that she is more innocent and	-
pure in pover I, her hair is	
is Straight. This Makes her book	
more dangerow and like she has	

ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN
just done something dangerous. This contrasts with her soft, long, curty hair in magazine cover 2	
as in cover 2, her hair looks more put together. This makes her book delicate and pretty.	
In magazine cover 7, it says Botox in a bottle? The truth	
treatment. This would make He viewer want to read about	_
Truth win make the viewer	

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 overlaping 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 fan 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 waering 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 himslef 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 uaually rather watch films where the main charcters 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 hass 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 arent 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 peope 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

·
2 D // // / 0 // 1
3 Both the posters for knives out and
minder on the Orient express' are for
the mestery genre This is made clear in
the knives out parter in the tagline Hell
any of them could have done it " because
it implicates an it or crime as well as
raising the quinticential enigma of the genre:
who dannit? This infraiges the audience to
watch in order to try and find out
the murder on the orient express
poster also utilises a tagline to a simolar
effect with: "Evergone is a suspect". This uses
the same tactic of creating an enigma to
gall the andience in the two postes are
remarkably simpler in this as both biglines
mean the exact same as in every single
character could have been the one to const

NUMBER OF The murder. Though the levives out in	DO NOT VRITE IN THIS MARGIN
has a new coscal lone from mender on	
the orient express which is more proffes romal.	
This hips to the tone of the films and	
suggests knives out will be more humerous;	
The clea that the knives out poster insingules	
a more comical or upbeat film them murder on	
the orient express is continued through the	
colour palets of the poster. The primer has	
bright colours with a bold yellow title which	
is ascilly a happy colour, told coloured costums	
and the rest throughout much of the lower poster	
with the carpet and armchair. here & darknes	
around the top bottom and edges with deep shalow	
too which is apopriate as the film is about	
murder and death and dakness usualy	
Levo tes ériousa llemes and unhappyhes Mouse	
the bright colonse bright an he fone and	
saggest stong beld characters which let the	
audience assume some level of cornedy in the film.	
Conversely the murder on the orient	
elpess poster is much dadeer and more	
monotoned with blue being the dominant color	
other them black. This all colour theme	

Higher Media

ENTER NUMBER	DO N WRIT
QUESTION	suggests a cold atmosphere in the film and was
	distrust between the characters the sombre
	palet is ciscally attractive though as it & refined
	and it makes the film serom as though it will
	the state of the s
	be serious but visually styalised which will
	encourage viewers to watch it.
	Both postes tell-you a bit about the
	setting of the films from the backgound
	knives out appear to be in an old private
	15/ -a a continued and the and
	library, suggesting weathis on the line and
,	that perhaps these people are related
	and as an explenation for the setting world
	be reasonable if it was an inherited family
	home This insight ento the story
	and potential relationships of the devactes
	encorages viewers as it establishes them
	Somewheat incosting the andience,
	the other poster has all the devades
	in a train carriage a hint to the
	Setting is also obvious in the Alberthich
	States it to be the orient expres
	a bain. Ris less as know that the
	Coation is not fixed, which is intraiging
<u> </u>	as you want to see the journey. Asa

ENTER NUMBER OF QUESTION	it fells as that the deractes are passenges	DO WRI T MA
	and probably don't know sady the which do	
	entruiges the viewer as they question the enigher of notives the treen strangers.	
	Charles of the state of the sta	
	enighte of monves used ween string is.	
	D // / //	
	Both postes have the names of the	
	cast at the top of them This is to	
	draw in Jans of those actors to watch	
	and convince people it is worth it as they	
	Sould have heard of the James names	
	and be seen of the jumous harnes	
	and be reassured that if it has good actors it should be a good film and	
	actors of should be a good film and	
	worth the watch The orient express	
	poster goes a step further and indula	
	passige of the aspers with awards and	
	nominations listed above the names this	
	farther assers that there is an exelent	
(cost inorder to draw in audiences	
	Cus (ne) may (e vyou) in uniquences.	
	A 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	
	The charactes are arough differently	
	between the posters. In linkes out	
	they are together side by side with one	
	older man seated in the centre this	
	position scapests his is me a point of M and	
	position suggests he is an a powerfull and important character. In the orient	
1	wyco wno cher alter. In we onew	

ENTER NUMBER OF QUESTION	espess porter the characters are more	DO NOT WRITE IN THIS MARGIN
	spaced out and at different angles.	
	this creates more visual interest but at	
	a stronger serve of nistrust bohven	
	them since they are all keeping their	
	distance and side-eyeing each the	
	this makes the characters of knives out	
	seem comparitarely closer and more	
	1 fina at and all a imade in a china	
	trusting of each other implying intersting	
	degramics of internal politics.	
	Orient ospress des hers a man sentel	<u> </u>
	in a chair in the face ground theoreugh	
	in a chair in the fare ground through off to the side. The different pose	
	Singles him out and makes him seem	
	1 · // /	
	important best the different angle	-
	wilkes him seem less accepted	-
	then the man in the other poster als	ļ
	is scroundered. The main patriardres	ļ
	figure seems to be the dd man in	
	the parter	
-		-
<u> </u>		
	•	-