

# Candidate 1 evidence

3. pair A

The movie poster for "gangs of new York" has the title towards the bottom of the poster written in bold and all capitals this makes it very eye catching to the audience as its one of the first things there eyes are drawn to when they see the poster, the movie poster for "inception" is also written in capitals and bold letters at the bottom of the poster but the colour of the text is bright red making it stand out a lot on the very gloomy blue background. The use of the colour in the title for inception is great for catching the audience's attention and drawing them in to look for more details about the film and when it comes out. I think compared to the "gangs of New York" poster "inception" has a better more eye-catching poster with the use of colour really making it pop.

Another similarity both these posters have is the black poster around the edges the poster for "gangs of New York" has yellow and brown colour scheme with the black border going round it this makes it appear more secretive and the dark colour scheme makes the audience drawn to the colour codes and they begin to wonder what this film could be about. The use of the black border also makes the poster seem more eye catching as the shadows around the characters faces.

Makes them stand out. The "inception" poster also uses the dark border to fade into the centre of the poster making you focus on what is important such as the people standing in the middle as the casting list and catch phrase at the top of the poster. The black border for this poster fades into the dark blue and white colour scheme smoothly. Overall, both the poster uses a black border to draw attention to their focus such as the casting and titles.

Another thing both these posters have in common is the casting of the main character being on the poster. Both "inception" and "gangs of New York" make it very clear by putting it in bold and big letters that Leonardo DiCaprio is in their film. This is done as they know how big of a fan base he has and by just having him in their film they are going to draw in a big audience of his fans who will want to go see it. The posters also include the rest of the main characters names. The poster for "gangs of New York" has both Daniel day-Lewis and Cameron Diaz names in the same bold and large text as these are another two actors who have a large fan base and will bring people to see the movie. Whereas the poster for "inception" has the names of the rest of the cast written a lot smaller under DiCaprio's name, this means the rest of the cast won't be as big as him and the directors don't think they will bring many people to go see the film. Overall "Gangs of New York" is more effective at drawing in an audience with their cast list.

Another thing these posters both have in common would be that they both have the credits and company that produced the film at the bottom of the poster underneath the title of the movies. Both "inception" and "gangs of New York" have done this on their poster as majority of the audience after seeing the title would look to see who produced the movie so by it being just under the title it makes it easy to find. The company producer for "inception" is the Warner Bros Pictures and the company producer for "gangs of New York" is a lot harder to find on the poster as it's a company which is not as big as Warner Brothers, so it does not stand out. Overall, the producer of "inception" being such a big company will bring a lot of fans to come and see the film as they like the Warner Brothers' other work.

Another thing these posters have in common is the use of catchphrases the poster for "gangs of New York" has the catchphrase "America Was Born In The Streets" this gives the audience hints of what category this film will come under the idea it gives is that it could be an action movie due the born in streets sounds like it will relate the gang fights and old western style gun standoffs, the poster for "inception" has the phrase "your mind is the scene of the crime" this also hints towards an action theme as it makes us believe there will be some sort of crime taking place this theme of action is further theorised by the characters on the posters holding guns. Both these posters have phrases which give hints towards what the movie could be about, and it will grip the attention of horror fans as they will begin to research to see what type of movie this is and when it comes out as there is no release date on either poster.

Lastly another thing these posters both have in common is that the main characters seem to be on the front of the poster. The characters being on the posters can allow the audience to learn a lot about the movie due to the way their dresses and how they

Are standing in the poster. The poster for "inception" has a lot of characters on it and they are all standing very far apart as well as being dressed in fancy suits, ties and shirts. They all also seem to be holding guns, this gives the impression that this movie could have a lot of gun fights in it and be set in a very nice part of the city as everyone seems to be dressing to very high standards. The "gangs of New York" poster does not show us very much of the characters apart from their faces, the main characters seem to be the three main actors in the movie. In the poster they all seem to have an angry and questioning facial expression. The poster for "inception" is better for giving the audience ideas about the movie.

Lastly, something both posters use is a very dark, gloomy colour scheme, however their colour schemes are of different colours, with one being slightly more eye-catching. The poster for "gangs of New York" has a brown and yellow colour scheme with the faded colours of the American flag in the background. This colour scheme makes the white text of the cast and catchline stand out as it is a very bright colour compared to the yellows. The use of the yellow shades also lets us know that it is likely that this film is to be set in western times as the colour scheme gives the impression of olden times. The poster for "inception" uses a blue and white colour scheme, making it seem very natural as well as making the bright red title pop from the poster, making it very catching. The use of the blue background colours makes the poster seem very modern compared to "gangs of New York". Overall, I think the poster for "gangs of New York" stands out more and catches the audience's attention about where this film could be set.

## Candidate 2 evidence

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3	
A	Language
<p>Both posters make use of a colour palette to suggest something about the film. In the poster for 'Gangs of New York', a colour palette of mainly white, gold and black has been used. Gold has connotations of decadence and class, however the use of black suggests a more sinister side to the film. The poster for 'Inception', however, uses a colour palette of blues and greys with a bright red for the text. The use of blue suggests a cold, cerebral film whilst the grey suggests something dark and moody. Overall, both <del>films</del> <sup>posters</sup> use limited colour palettes, but poster 1 appears more decadent whilst poster 2 appears cold and moody, although both seem to share a sinister tone.</p>	

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	<p>Both posters use font choice within the title to convey features of the <del>the</del> films. In Poster 1, a uniform font with long series and a white-to-gold gradient is used. The series convey a traditional <del>air</del> and sophisticated air, possibly suggesting that the film is not set in the present day. <del>§</del> Meanwhile, in poster 2, a uniform sans-serif font with large spaces between the letters has been used. The large spaces makes the title take up more room on the poster, easily drawing the viewer's eye to it, coupled with the bright red colour that easily turns the title into a focus for the viewer. The choice of a sans-serif font also suggests modernity, possibly conveying that the film is set in the present day. Whilst both posters use different fonts for their titles</p>	

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2	
the title for 'Inception' on poster 2 stands out more due to spacing and colour than the title on poster 1.	
<u>Representation</u>	
<p>Both posters feature female representation, although this representation differs between each poster. In poster 1 a woman at the top of the poster stares at the viewer with a seductive look, her bare shoulder in view of the camera. This differs <del>to</del> from the male representation on the poster, both of whom are giving an intimidating stare and whose heads are <sup>only</sup> pictured. This suggests that the <sup>female</sup> representation in this film is one-dimensional, only existing not to further the story but to be an object for a male audience. However,</p>	

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In poster 2 the female representation is different. Whilst the female character is pictured wearing different clothing to the men this seems to be the only noticeable difference - her pose suggests action and she takes up an equal space compared to others. This suggests that the film contains ~~a~~ representation that is not constrained by female stereotypes. Overall, it appears that poster 2 has better female representation in its film than poster 1.

### Narrative

Both posters suggest a disruption to the equilibrium as part of Todorov's narrative structure. In poster 1, a torn American flag is shown, with the tears creating an outline of a cityscape. The

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	<p>fact that the slog is torn suggests violence, anger or even danger - this coupled with the 'Gangs' in the title suggests that the film's equilibrium disruption will involve violence of some kind. In poster 2 the disequilibrium is slightly more abstract than in poster 1. The shift of the city from horizontal to a vertical plane suggests a shift in the fabric of reality and the poses of the characters in the foreground coupled with their guns suggests that there is something that this group must try to kill. This suggests that the film's disruption involves a change in what the characters believe is real, and within the film they must defeat someone or something in order to establish the new equilibrium. Overall whilst <del>pos</del> both posters hint at their</p>	



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disruptions in quite distract ways	
poster 2 appears to reveal more	
about the film's disruption than	
poster 1.	
Audience	
Both posters feature well-known	
celebrities in order to appeal to	
the mainstreamer	

## Candidate 3 evidence

3a.

The posters for 'Gangs of New York' and 'Inception' similarly make use of the actor Leonardo DiCaprio both in the poster itself but also within the film which it describes. In the former poster, his face is enlarged and placed right at the top and his name is printed in bold letters below him. In the latter, his name is in large bold letters, on a more visible text than the other actors and he takes centre stage, looking directly into the camera. Both posters have made the decision to market DiCaprio so incessantly as he is a renowned and much-adored Hollywood heartthrob, who will not only attract audiences because of pre-existing and devoted fanbase but will also increase numbers because movies that he stars in are often of an extremely high quality, and so people would be more likely to go and see his new picture. This is effective because an audience is likely to recognise either his face if it is central to the poster or his name if it is in bold, and so makes them likely to relate the film to DiCaprio himself.

The 'Gangs of New York' and 'Inception' posters are fundamentally varied in their execution, despite being comprised of similar content. The 'Gangs of New York' poster shows three large faces at the top of the poster: Leonardo DiCaprio, Daniel Day-Lewis and Cameron Diaz in the middle. This has been done to attract attention to the film, as it stars notable actors of a high quality who are likely to make the film an enjoyable experience, and so makes people more likely to see the film as they view it to be of a higher quality because of the actor association. The prominence of the faces on the poster also suggests a character-driven plot rather than circumstances caused by external means, as they are given importance above all else. This may cause an audience to go and see the film as they may be intrigued to find out who these people are and what events happen to them over the course of the film. Contrasting this, the poster for 'Inception' shows a larger ensemble cast of six but from a much greater distance and at the bottom of the screen, making it almost hard to tell whom each of the characters is at first look. This has been done not only to add an air of mystery and uniqueness to the piece, but also to indicate that the focus of the film is not on characters and their dynamics, but on external events around them and challenges they must battle against. This would entice an audience to this film to see what these factors are and why these notable actors are placed as second to the concept. In order for this decision to make sense, it is likely to conclude that the plot itself is of a quality high enough to be more marketable than the famous actors themselves.

Both of the movie posters have the film's name in large letters at the bottom centre of the screen. 'Gangs of New York' is written in a formal, serif font which suggests a period aspect to the film as the text looks likely to have been used in the olden days. It is coloured in a brownish-yellow hue which contributes to this aged appearance. This is likely to attract audiences who enjoy period pieces as the film clearly portrays itself to not occur in a modern setting, and so highlights to them that the film is part of a genre which they are attracted to. In contrast, 'Inception' is written in a blocky, minimalist font which suggests a modern setting, with an almost futuristic edge as it looks clearly computer generated where as the previous poster could have easily been written by hand or typed on a typewriter. It is also coloured in a stark, bold red which is used to highlight central importance, meaning that the concept which the title portrays is the most important thing that the movie has to say.

The posters are lit in very distinctive and different ways. The 'Gangs of New York' poster features a yellow-golden hue which not only indicates a historical, aged setting but also connotes joy, wealth and esteem. This entices an audience as they are likely to see a film which will give them a positive experience and they will subliminally believe that this film will because of its colour story. The 'Inception' poster is drastically different, coloured in a harsh blue tone. This makes the poster jarring and dark to look at. This suggests to an audience that the film is likely to be more serious in tone as it

makes sense to portray that vibe through a starker and harsher colour palette. This may entice an audience to see the film as they may be interested to discover why the tone of the film is so serious.

Both posters make use of a cityscape, but in very different ways. The 'Gangs of New York' poster shows the silhouette of New York City in gold with a faded American flag behind it. This symbolically represents New York as a place of opportunity and growth whilst also conveying a lingering patriotism even through hard times, as the flag itself is darkened but still present. This may make an audience want to go and see the film as they may be curious to find out why New York is so prosperous but the country itself has fallen on harder times. The 'Inception' poster shows a city street bending vertical to the characters to frame the majority of the poster. This is eye-catching and unique, as this is impossible to occur in real life, and so would attract an audience as they want to know how this strange phenomenon is occurring and why.

'Gangs of New York' bears the tagline: "America was born in the streets," which suggests a working class message that undercuts hierarchies of wealth and classism. The text is placed right in the middle of the poster, marking it to be the film's critical manifesto. This would make an audience want to see the film if they enjoy underdog stories as the film seems to concern itself with ordinary, down-trodden citizens battling against higher powers and so would attract those who have previously enjoyed this variety of story. The 'Inception' tagline reads: "Your mind is the scene of the crime." This suggests both a psychological and a detective procedural aspect to the film, but is phrased in such a manner that the two interlink. This text is in small letters at the top of the shot, which adds a subtlety to both the message and the film itself. This would entice an audience who enjoy a complex film that they need to pay attention to in order for it to make sense, as the confusing tagline adds a sense of mystery and intelligence to the film itself.