3.2 Activity B: Poster Analysis

ICT 9 U3 Game Promotion & Branding   Name:

Analyze how game posters communicate a game's **mood, tone,** and **audience** using the **CRAP design principles**: Contrast, Repetition, Alignment, and Proximity.

Instructions: Fill out the table below for each of the posters

	Among Us	**Halo 5**	**Madden 26**	**Overcooked 2**	**Zelda**
Font & Typography What does the typeface suggest?					
Colour Palette What emotions do the colours create?					
Contrast & Shape What draws your eye first? Why?					
Mood & Message What overall feeling does it create					

Part 2: Planning Your Poster

Now that you have analyzed how other games use design, start thinking about **your own poster**. Use these questions to help you plan your work.

Font & Typography • What does your game's font need to show – action, mystery, fun, or adventure? • How will your title stand out (size, boldness, or special effects)?	
Colour Palette • What emotions do you want your colours to create? • Which 2-3 main colours represent your game's world or tone?	
Contrast & Shape • What do you want people to notice first? • How will light/dark areas or shapes help focus attention?	
Mood & Message • What feeling should your poster give right away? • Does your title, colour, and layout match your game's story or theme?	

Now that you have some idea of how you want your poster to look – move onto Activity C. Keep this page as reference – but show it to your teacher for completion.