

# Movie Poster - Final Proposal

Name: Vince Gong

**1) Genre of movie (style/type --- ex. drama, suspense, comedy, adventure, documentary, romance...):**

Adventure/Action

**2) Target Audience (who will want to see this movie? (age, gender etc...))**

Young boys (maybe some girls) that are developing into adulthood.

**3) Title:**

Ranger's Apprentice: The Ruins of Gorlan

**4) Tagline (a few words or a short sentence that will help viewers understand what your movie is about)**

"Size does not measure greatness"

**5) Treatment/Synopsis: Short Summary (about 5 - 10 sentences which will briefly describe the main story of your movie.)**

A young boy will with the goal of becoming a knight has his hopes crushed inside one moment. Rejected by everyone due to his small size, he is left to the mercy of the prospect of living the rest of his life as a farmer. When Halt, the mysterious frightening figure known as a Ranger, steps in, his whole life is changed. Though his goals were not achieved, Will quickly adapted as developed his true skills as a Ranger. He makes friends through his adventures often accompanied by danger. Though he has managed to face all the dangers together with his master, Halt, there soon comes a moment where he would need to stand on his own.

**6) How will you appeal to your target audience? Describe possible colors, styles and images that could be used in your movie poster to interest the audience and create an impactful design.**

By using large and flashy weapons along with an intriguing monster, I will gain the interest of the audience. I will also incorporate a dark theme to accommodate the situations that he always had to face as well as display the scene of the story which will create an aura of mystery.

**7) How could you make the "design" of your title (typography) eye-catching? What "text effects" might you create in Photoshop? How will you organize the typography? How will the tagline, actors names, and credits flow well with the title? How will you create unity with all the typographical elements?**

I will use a shining font to mirror a texture of a sword for this poster to highlight the time period of the story: Medieval. This will also stand out and provide a nice contrast to the scenery which is mostly dark.