

Movie Poster Design

History of Film - Rubric

General Project Requirements / EVIDENCE:

- _____ 13x19 poster design saved as a PDF file [10pt]
- _____ 2 Fonts used (maximum 3 font styles) [5pt]
- _____ Illustrated effective use of programs (Photoshop & In Design) [10pt]
- _____ All elements of the design are legible and within the printed area [10pt]
- _____ Imagery (appropriate to genre and film / never used previously for the film) [10pt]
- _____ Creativity / Purposeful use of space – 12x18 [10pt]
- _____ Work Ethic / Appropriate use of class time [10pt]

In Design layout (includes the following....)

- _____ Minimum one image [2pt]
- _____ Background element [2pt]
- _____ Title & Subtitle [5pt]
- _____ Creative use/choice of type styles [4pt]
- _____ Noted Lead Actor(s) / Actress (s) [3pt]
(noted in design &/or production information)
- _____ Release Date [5pt]
- _____ Production Company/Studio Information [14pt]
 - Studio/production company name
 - Film length
 - Director
 - Producer
 - Screenwriter
 - Cinematographer
 - Editor
- _____ Film quote / tagline (optional)

Total Points Received: _____

Possible: 100 points