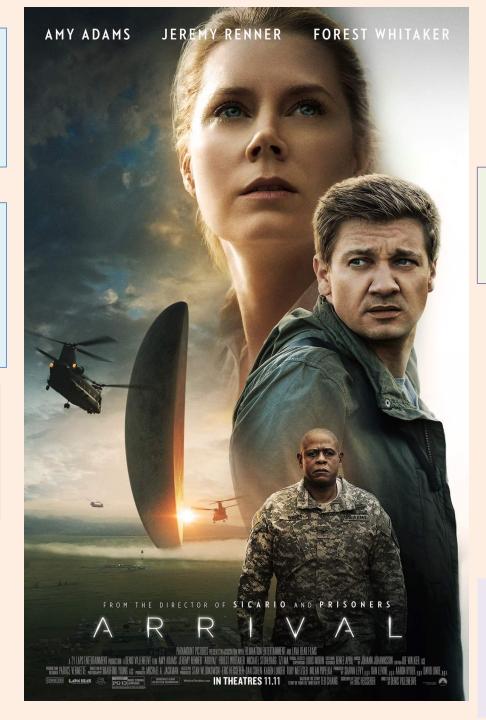
composition of rule of thirds is followed.
Lack of symmetry creates visual interest.

Informal clothes have connotations of action/adventure.
Reinforced by the military clothing of the black character.

Facial expressions show concern. The female's expression is more thoughtful dreamlike/reflective.

The characters form the edge of **the frame** which seems to merge into **negative space**. Symbol of emptiness, the void



Main image – 3 contrasting characters. Unusual 'top heavy' perspective. Creates visual interest.

Female is the most prominent – **low angle** shot gives her status. She dominates the frame.

Mix of gender and ethnicity – adds to audience appeal.

Their eyes are looking in different directions- an **enigma code** which arouses our curiosity & strengthens the sense of mystery.

The woman's softer skin tone indicates a more sensitive, feminine side. Would possibly attracts a female audience

composition of rule of thirds is followed.
Lack of symmetry creates visual interest.

connotations of action/adventure.

Reinforced by the military clothing of the black character.

Facial expressions show concern. The female's expression is more thoughtful dreamlike/reflective.

The characters form the edge of **the frame** which seems to merge into **negative space**. Symbol of emptiness, the void



Main image – 3 contrasting characters. Unusual 'top heavy' perspective. Creates visual interest.

Female is the most prominent – **low angle** shot gives her status. She dominates the frame.

Mix of gender and ethnicity – adds to audience appeal.

Their eyes are looking in different directions- an enigma code which arouses our curiosity & strengthens the sense of mystery.

The woman's softer skin tone indicates a more sensitive, feminine side. Would possibly attracts a female audience

The mise en scene represents a threatening stormy sky. Pathetic fallacy. Connotations of doom and menace.

Binary opposition

between light and dark with the low sun in the distance. Sunset and sunrise often have connotations of change; sometimes it also carries a message of imminent hope or tragedy. This enigmatic visual signifier could suggest a new beginning or the end of the world. (Suggests an apocalypse, dystopia or even a dawn of a utopia)



The military theme is signalled by the uniform and the helicopters. The mise en scene suggests drama. Appeals to a more male audience.

The mysterious slab-like object is prominent (but it is not the largest element of the composition). It is deliberately vague, shown without detail. This anonymity adds to the **enigma codes** of the poster's **narrative**.

Non-specific rural **location. Connotes** isolation. Also accentuates a sense of mystery. Arouses audience interest.

The mise en scene represents a threatening stormy sky. Pathetic fallacy. Connotations of doom and menace.



The military theme is signalled by the uniform and the helicopters. The mise en scene suggests drama. Appeals to a more male audience.

The mysterious slab-like object is prominent (but it is not the largest element of the composition). It is deliberately vague, shown without detail. This anonymity adds to the **enigma codes** of the poster's **narrative**.

Non-specific rural **location**. **Connotes** isolation. Also accentuates a sense of mystery. Arouses audience interest.

Main actors names are prominent at the top. Important marketing strategy.

Simple white sans-serif typeface. Clear, easy to read; draws the audience in. This clarity is reinforced by the upper case typeface.

There's no memorable **tagline**. Just a title. The text is clear and simple.



Text layout is well-composed and balanced. Unlike the visuals.

Dominant simple one word title. A common marketing **convention**.

Institutional codes
are at the bottom
(names of key
production people,
release date). Helps
to anchor the
meaning of the text.
Wee know that this
is a poster
advertising a film.

Main actors names are prominent at the top. Important marketing strategy.

Simple white sans-serif typeface. Clear, easy to read; draws the audience in. This clarity is reinforced by the upper case typeface.

There's no memorable tagline. Just a title. The text is clear and simple.



Text layout is well-composed and balanced. Unlike the visuals.

Dominant simple one word title. A common marketing convention.

Institutional codes
are at the bottom
(names of key
production people,
release date). Helps
to anchor the
meaning of the text.
Wee know that this
is a poster
advertising a film.