

Conventional **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

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AMY ADAMS JEREMY RENNER FOREST WHITAKER



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.

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FROM THE DIRECTOR OF SICARIO AND PRISONERS

A R R I V A L

PARAMOUNT PICTURES PRESENTS A DENIS VILLENEUVE FILM AMY ADAMS JEREMY RENNER "ARRIVAL" FOREST WHITAKER MICHAEL STOLBERG KAZUO OKAMURA CASTING BY LOUIS MORROW COSTUME DESIGNER RENEE APHOL MUSIC BY JOHANN JOHANSSON EDITOR JOE WALKER EXECUTIVE PRODUCERS PATRICK VEHMETTE PRODUCED BY BRAD DOUG YOUNG WRITTEN BY MICHAEL A. JACKMAN PRODUCED BY STAN WOLKOWSKI DIRECTED BY DENIS VILLENEUVE
IN THEATRES 11.11

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.

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