

Now Playing at a Theater Near You.....
Movie Poster Assignment
Absolute Rulers

Objective: Students will apply historical data in order to create a marketing device for an historical film.

Introduction: The biggest movie of the summer....what was it? How did you hear about the movie prior to going to see it (if you did)? How do producers generate interest in films? How much money do they spend on advertising and promotion?

History is often the basis for some excellent movies that win both critical and popular awards. Movies such as Braveheart, Apollo 13, Cleopatra, The da Vinci Code, King Arthur, Hunchback of Notre Dame, Dracula (Bram Stoker's), Casanova, Apocalypto (Mayan), The Three Musketeers, The Last Samurai, Marie Antoinette, Fly Boys, etc.

Materials needed: 1 poster board, pictures (printed or drawn), colored pencils/pens, glue, scissors, movie poster rubric

Instructions: With a partner, you will be assigned an Absolute Ruler to research. You are to assume the role of a film producer and create an advertisement for a film on your selected person/event.

The ad/movie poster should include all of the following:

- Major stars and their images
- Full color layout and graphics
- Name of director
- Name of film production company
- 2 or more comments from critics
- Theaters where the film will be shown
- Brief synopsis of the plot

You should incorporate as much historical data into the poster as possible. Don't forget dates, geographic locations, important events or issues of the times.

Cast the characters in the story with real actors. Try to make your illustration cover the entire poster board. This may mean that you have a faded colored pencil background underneath the written information on the movie poster. **Use the Movie Poster Project Rubric to guide you.**

Student Names: _____

Movie Poster Project Rubric
(rated on each item on a scale of 1-4, 4 being high)

Graphics	<input type="checkbox"/> Picture included which visualizes the Absolute Rule of your person <input type="checkbox"/> Cast included w/images (who would play the major roles?) <input type="checkbox"/> Pictures/drawings are colored
Components Included	<input type="checkbox"/> Title <input type="checkbox"/> Major stars (who are they? Must have at least 2) <input type="checkbox"/> Director (Name of Director) <input type="checkbox"/> Production company <input type="checkbox"/> Critic Comments (at least 2) <input type="checkbox"/> Plot Synopsis (Summary of what movie is about)
Quality	<input type="checkbox"/> Spelling/Grammar <input type="checkbox"/> Entire poster is used and easily seen <input type="checkbox"/> All information is colored <input type="checkbox"/> Major event(s) and people are properly documented <input type="checkbox"/> Appropriate Critics & their statements used <input type="checkbox"/> Title of film is appropriate for event/person <input type="checkbox"/> Major stars are appropriate for movie <input type="checkbox"/> Creativity used in constructing poster <input type="checkbox"/> Neatness & Quality of overall project <input type="checkbox"/> Poster completed on time