

Movie Poster Project



For this assignment, you will create a movie poster that advertises W.W. Jacobs' short story "The Monkey's Paw". You will be graded on your creativity, attention to detail, as well as the information that you provide. The poster should look like one that you would see in theatres—informative, eye-catching, and interesting to the viewer.

DUE DATE: Thursday, October 21st

MATERIALS: Poster board (Minimum size 8½x14), Markers / Colored pencils

REQUIREMENTS:

1. Your poster must contain original art to represent the main idea of the story. You need at least **one** main graphic but may choose to include more.
2. Must be in **full color**. No pencil!
3. Title of story and author's name must be clearly visible
4. At least one "review" quote from a critic about the story. This should be made-up and is intended to draw the viewer's interest. **No more than 2 sentences.**
5. Include a "tagline" for the story. This should act as a "teaser"—make it short and catchy.
6. Be creative and have fun with this!

DO NOT:

- Submit a poster smaller than 8½x14 or larger than 22x28 (no trifold boards)
- Copy existing art for the Monkey's Paw. **This is your original work!**
- Use a tagline from an existing movie or book
- Leave white/blank space on your poster. It should be completely filled and neat

RESOURCES:

- Movie reviews: www.imdb.com
- Movie taglines: http://www.taglineguru.com/movie_taglines.html

GRADING: 100 pts. See back side of page for detailed grading rubric

Grading Rubric: Movie Poster Project

CATEGORY	4	3	2	1
Graphics - Originality	Several of the graphics used on the poster reflect a exceptional degree of student creativity in their creation and/or display.	One or two of the graphics used on the poster reflect student creativity in their creation and/or display.	The graphics are made by the student, but are based on the designs or ideas of others.	No graphics made by the student are included.
Graphics - Relevance	All graphics are related to the topic and make it easier to understand. All borrowed graphics have a source citation.	All graphics are related to the topic and most make it easier to understand. All borrowed graphics have a source citation.	All graphics relate to the topic. Most borrowed graphics have a source citation.	Graphics do not relate to the topic OR several borrowed graphics do not have a source citation.
Required Elements	The poster includes all required elements as well as additional information.	All but 1 of the required elements are included on the poster.	All but 2 of the required elements are included on the poster.	Several required elements were missing.
Summary	The poster includes a 3-sentence summary that is comprehensive and contains all parts of the plot.	The poster includes a 3-sentence summary that includes most parts of the plot.	The poster includes a summary that is shorter than 3 sentences or does not effectively describe key events.	The summary is inaccurate or shorter than 2 sentences in length.
Attractiveness	The poster is exceptionally attractive in terms of design, layout, and neatness.	The poster is attractive in terms of design, layout and neatness.	The poster is acceptably attractive though it may be a bit messy.	The poster is distractingly messy or very poorly designed. It is not attractive.

TOTAL: _____/20

*Score will be multiplied by 5 for a total of **100 points**.