

TKAM – Movie Posters

MOVIE POSTER The movie poster is

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The movie poster is one of the major ways used to promote and market

a film. Much time, effort and money is spent on its design.

The poster is distributed and displayed at movie theatres around

the world. Elements of the poster may also appear in newspaper and

magazine advertisements for the film.

Presented below are a few of the posters developed for the 1963 release

of the Universal Pictures production of TO KILL A MOCKINGBIRD.

For each poster, students could consider any

one of the following questions:

- who/what is portrayed in the poster(s)?

who/what is not? why?

- consider the layout and all of the elements in it

- what impact, if any, does color have?

- what meaning is conveyed by the scene(s) depicted?
- what reference(s) is made to the novel? why?
- how have movie posters changed from 1963 to present day?
- If the movie was rated, what rating might you give it? why?
- if you were designing a modern day poster for TKAM, what elements might it

include?



Portions of this poster were also used in 1963 [newspaper](#) ads promoting the film.

THE WARE FILM STORY OF A FATHER WHO
MUST EXPOSE HIS CHILDREN TO A SMALL
TOWN'S OUTRAGED
PASSIONS, AND CAN
ONLY PROTECT THEM
WITH HIS LOVE



GREGORY
PECK

"TO KILL A MOCKINGBIRD"

NOT
SUITABLE
FOR
CHILDREN



PULITZER PRIZE WINNER WORLD WIDE BEST SELLER!

MARY BADHAM PHILLIP ALFORD
JOHN MEGNA RUTH WHITE PAUL FIX
BRUCE PETERS FRANK OVERTON

Produced by MORTON TRUTE Directed by ROBERT ROY POOL Screenplay by ALAN BRUSH Story by ALAN BRUSH
Music by LEO SOROKIN Edited by MARY MCGEE Produced by MORTON TRUTE Distributed by MORTON TRUTE Copyright © 1962



Recommended Lesson Plans

To Kill A Mockingbird Poster Production

<http://www.ccps.org/ccps/edlinks/Lessons/PDF%20TechLessons/SLA/GR%209%20Mockingbird.pdf>

Analyzing Media: Movie Posters

http://www.classzone.com/books/lnetwork_gr09/page_build.cfm?content=analyz_media_pt1&ch=29

Current Movie Posters

<http://www.impawards.com/>

Poster Background and

Specifications

<http://www.idave.com/cinedefinitions.htm>

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