



NEA Summer Holiday prep booklet

Name: _____

IMPORTANT DATES FOR YOUR NEA

This booklet: **First lesson back in September**

Your finished Statement of Intent: **Last lesson before October Half Term**

The first draft of your whole product: **Last lesson before Christmas**

The Brief.

Read the brief and **highlight** the things you must include.

Brief Two

Brief	Minimum requirements
<p>Create three print posters and a synopsis for a new superhero film.</p> <p>The posters will promote the film at different points in the run-up to its simultaneous release in cinemas and on the streaming site. The synopsis will promote the film on a streaming site.</p> <p>The primary target audience is 12 to 25 year olds.</p> <p>You are creating four products in total, including at least 4 original images.</p>	<p>Both</p> <ul style="list-style-type: none"> A common house style to the overall campaign At least four original images in total, that should include a different dominant image in each poster and a separate image to accompany the synopsis Appropriate choices of font, type sizes and colours to create meanings. <p>Posters</p> <ul style="list-style-type: none"> Three different posters, each revealing further information about the film and its overall concept A different narrative situation represented in the dominant image for each poster Each dominant image featuring at least one character Film title and accompanying typographical title design Appropriate choice of tagline An indication of date of release and how to access the film. <p>Synopsis [may be submitted in print form]</p> <ul style="list-style-type: none"> Original copy to outline the concept of the film and encourage the target audience to watch (minimum 150 words) An appropriate image to market the film.

Checklist:

- Poster 1 – narrative situation 1
- Poster 2 – narrative situation 2
- Poster 3 – narrative situation 3
- 4 original images in total.
- Tagline
- Synopsis
 - Is it at least 150 words?
 - Does it have an image to market the film?

Your narrative!

Plan your superhero film's story.

Who is your hero?

BE SPECIFIC – give me age, gender, species, ethnicity, religion, sexuality, ability/disability.

What is their superpower?

What is their origin story?

Why would your target audience like that?



Your narrative!

Plan your superhero film's story.

Your narrative!

Plan your superhero film's story.

Research!

Choose two very different superhero posters.