

Creative Brief: Poster Design for *Good Hand* Movie Poster

Objective:

Create a visually appealing poster for a biographical film that highlights a few key themes of the film and draws in young audiences.

Target Audience:

Female and feminine identified Xennials and millennials with a black/biracial immigrant background.

Cast:

The protagonist will be played by Tamera Mowry-Housley, with supporting roles by Idris Elba, Milla Jovovich, Rosie Perez, and Kenan Thompson.

Title:

Good Hand

Tagline:

“We are all dealt a hand in life. Sometimes good, sometimes bad. Keep playing the game until you win.”

Typography:

For the title, I will use a script font like Rough Anthem for the word good and a sans serif like Roboto Light for the words hand. The fonts will be stacked. The tagline will be in sans-serif.

Visual Elements:

The poster will feature a character portrait with the main character smiling. She will be surrounded by playing cards displaying less favorable cards and with a few favorable ones. She is smiling to show that she is an optimistic person though disadvantaged. The color scheme will feature black, white, and red. The overall work will feature dullness and unsaturation with the focal point being the main character's smile.