

Category: **Student**

Project: **Film Posters**

What was the challenge?

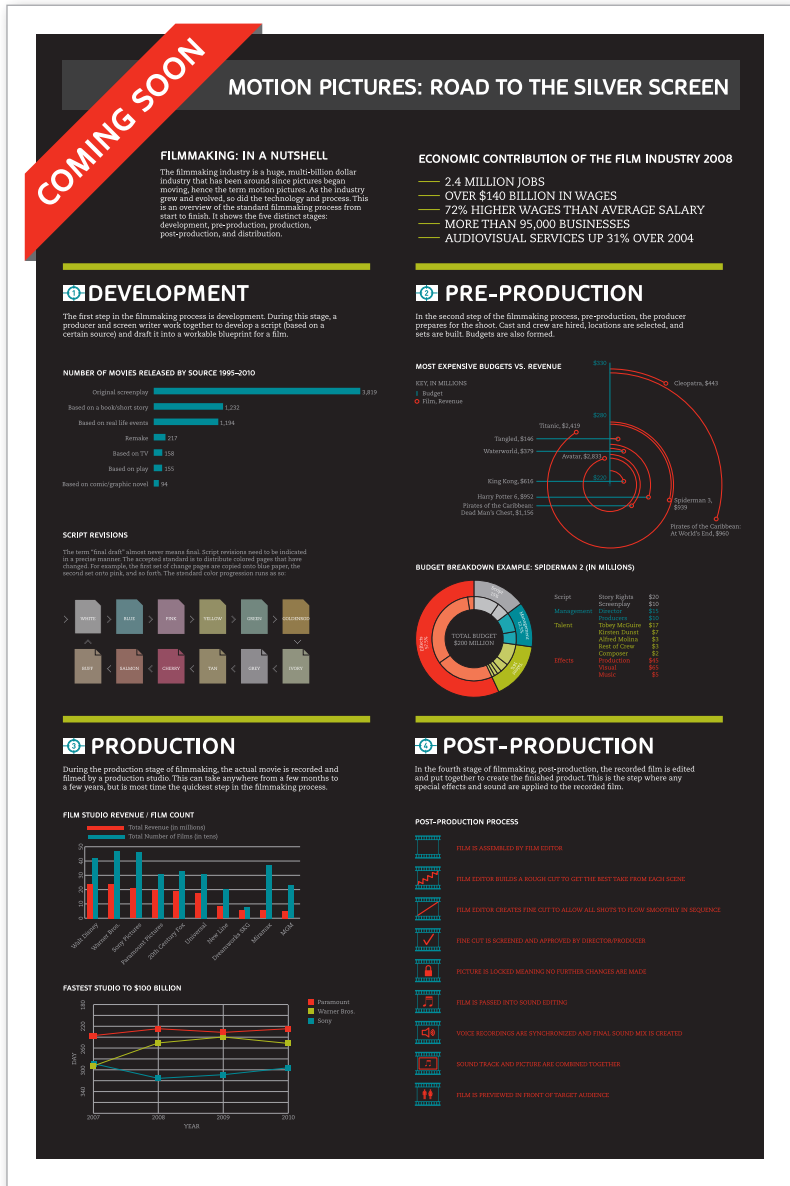
The challenge was to create a poster series on an aspect of the entertainment industry.

What was the solution?

The solution, for me, was to take an in-depth look at the film industry, and specifically, how a film was created from start to finish.

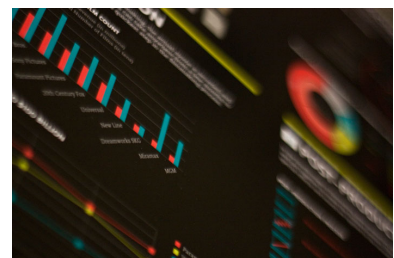
What was the effect?

The effect was a poster series outlining each of the five steps of the film process. The main infographic showcased all the films that grossed higher than \$1 million between 2008 and 2009. The films were plotted based on their gross and rating, and the results showed which were the highlights and which were the flops.



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DISTRIBUTION

The fifth and final step of the filmmaking process is distribution. In the distribution step, the film is released to cinema and sometimes straight to DVD/Blu-ray, the film is advertised, and distribution rights for the film are sold.

SOURCES

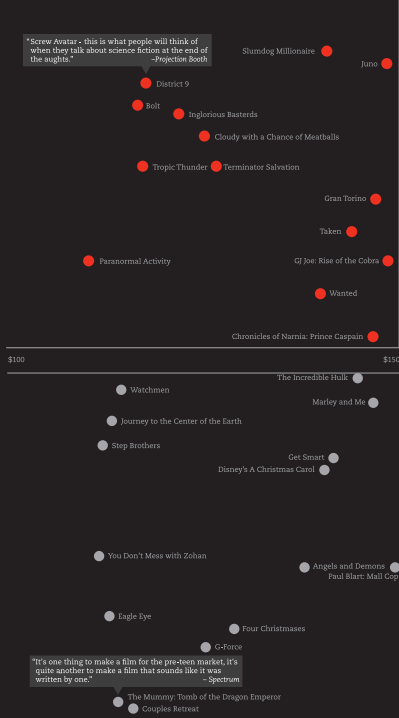
BoxOfficeMojo.com; The Complete Film Production Handbook by Eve Light Honthaner; Dun and Bradstreet; Film Production Management by Bastian Grew; IMDb.com; MPA, MPAA; 2009 Theatrical Market Statistics Report by Opinion Research Company; Nash Information Services, LLC; National Association of Theatre Owners; The Penguin Atlas of Media Information by Mark Ballarín; Internet Movie Database.com; wikipedia.com

FILM SUCCESS, OR LACK THERE OF

A film's success is based on many factors, but the two factors that most loudly evaluate a film are revenue and rating. The graphs to the right place all films that made above \$1 million total revenue and were released in 2008 and 2009. The four quadrants are separated by the data's median and show true success for these films. The graphs below show each quadrant in detail.

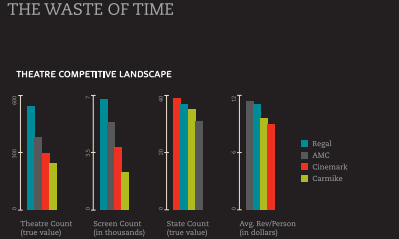
THE MISSED OPPORTUNITY

LOW REVENUE, HIGH RATING

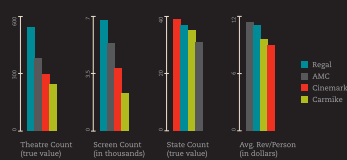


THE WASTE OF TIME

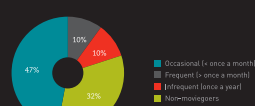
LOW REVENUE, LOW RATING



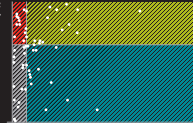
THEATRE COMPETITIVE LANDSCAPE



MOVIEGOER DEMOGRAPHICS

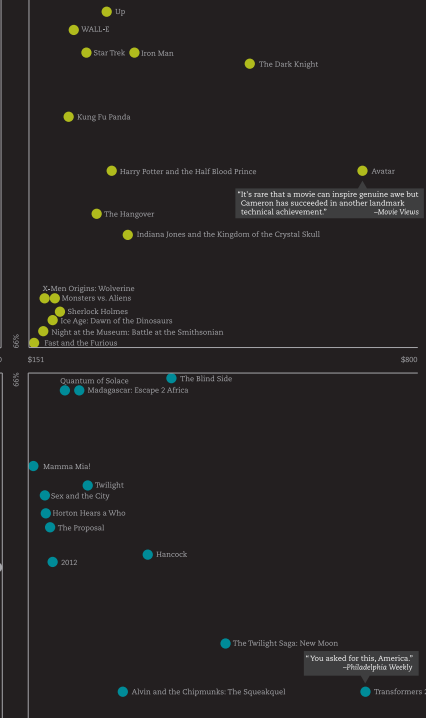


Median revenue: \$150,377,582
Median rating: 6.7



THE GOLDEN CHILD

HIGH REVENUE, HIGH RATING



THE AWKWARD CREDITS

HIGH REVENUE, LOW RATING



NOW SHOWING