

## ANALYZING MEDIA: DVD COVERS

You see them everywhere. DVD covers are designed to capture your eye and quickly convey information about the movie, but how often do you stop and think about the effects these covers have on you as a consumer?

It's important to remember that DVD covers are essentially advertisements. The goal of a cover essentially is to "sell" the movie—to make you want to see it.

How does it do that?

1. The cover will have the movie title in a big and bold font.
2. Images of the movie's attractive actors are usually featured.
3. In addition, the actors' names are probably included somewhere on the cover to remind you that the movie has big-name stars.
4. Designs, colors, and fonts are used to appropriately reflect the mood and tone of the film.
5. The cover probably includes a catchy sentence or slogan that piques your interest and makes the plot seem intriguing.

The visual elements on a DVD cover can convey powerful messages. The best covers may make you anxiously anticipate watching the film. The worst ones may not have a persuasive effect at all. By analyzing DVD covers, you can gain a better understanding of the elements that effectively grab the attention of movie-goers and sell the movie's story—even before viewers see it for themselves.

**Your Turn:** Find a DVD cover on the internet for a movie you are interested in. Answer the Questions to Consider and hand them in with your final project

### Questions to Consider

1. How is the movie title prominently featured? Is the text easy to read? Why is the font appropriate?
2. Are the main actors shown? If so, which ones? What do appearances and expressions say about the movie?
3. What is the overall design of the cover? How does it accurately reflect the mood and tone of the film?
4. What other images are included? What do you notice about the framing of the images?
5. What text is shown on the cover? Is there a catchy slogan? If so, what does it tell you about the movie's story?
6. Is there any other important information included on the cover?
7. Why do/don't you think this DVD cover is persuasive?

### Key Terms:

#### Framing

The positioning of objects, actors, and text within the frame of a cover to achieve a particular effect. For example, a DVD cover for an action film might feature the main actor framed in such a way as to make him seem attractive, strong, and invincible.

#### Mood

The feeling created for a viewer by the director's use of lighting, details, music, and cinematography.

#### Slogan

A catchy and memorable phrase or sentence on a cover. An effective slogan should convey the mood, tone, and main idea of the film without giving too much away. It should capture viewers' attention and make them interested in the story.

#### Tone

The filmmaker's attitude as reflected in the movie—ironic, serious, and so forth.

DUE DATE:



# ELEMENTS OF A DVD CASE COVER

Movie review, including the source

Plot Synopsis: A short description of what happens in the film. Don't give too much away!

Spine: Orient the information this way.

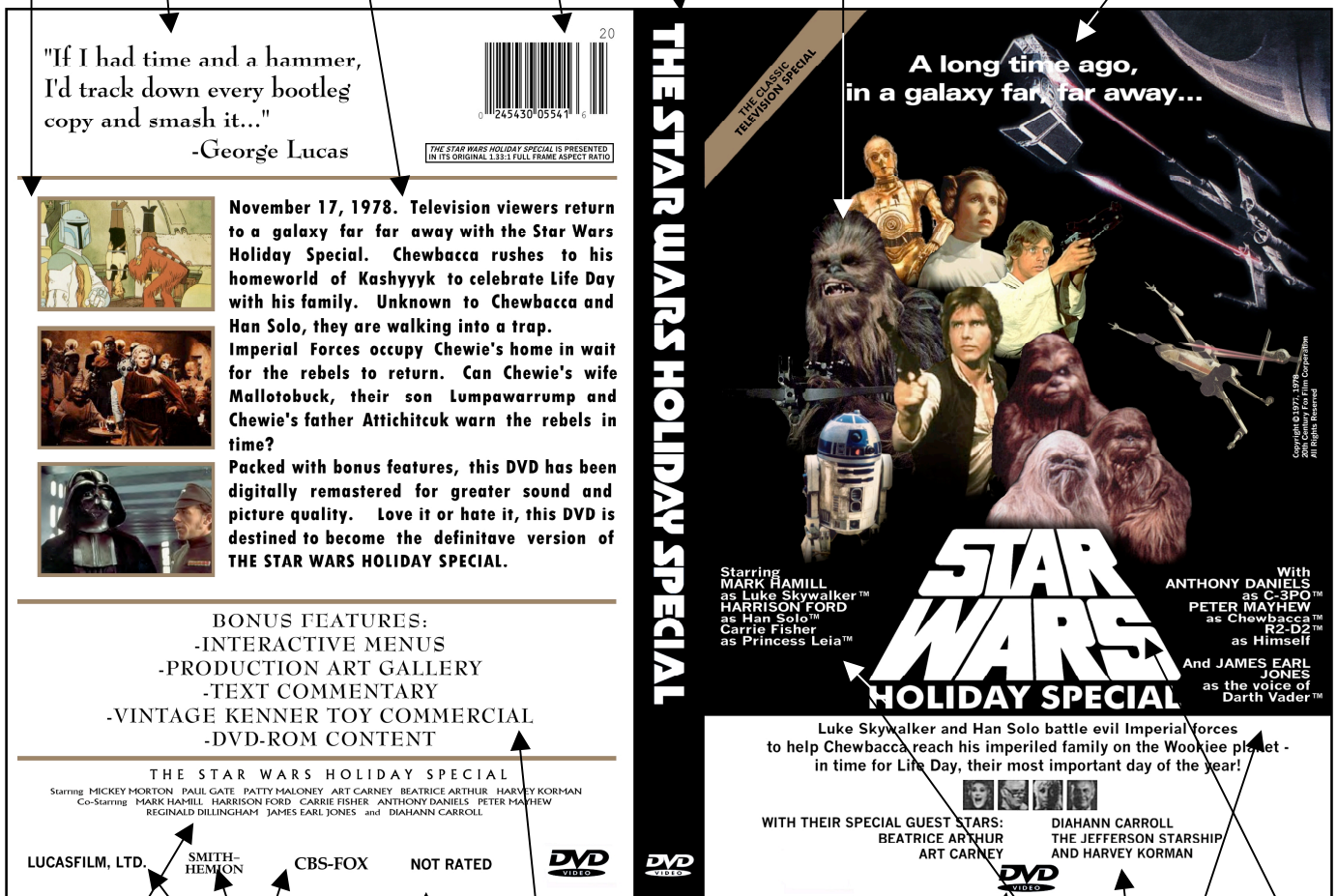
Colourful, dynamic and creative image that explains the basic premise or idea of the film in one simple visual image.

The DVD cover probably includes a catchy sentence or slogan that piques your interest and makes the plot seem intriguing.

More Images of cast or action from film.

UPC Bar Code

Images of the movie's attractive actors are usually featured.



Credits for cast/director

Production Companies

Bonus Features available on the DVD

Rating of film (audience)

Format (DVD, HD or Blu-ray, etc.)

Title of movie in appropriate font/colour/etc.

Credits for cast/director

If there is a website for the Film, it'll often be listed along with the Production Companies.

The DVD Case Cover should "sell" the movie, making it attractive to consumers, capturing the key ideas or concepts of the film and communicating them in an efficient and elegant manner.

**YOUR TURN**

You will create a DVD cover for one of the following fictional movies. You may cast the movie any way you choose. The cover should communicate: a) the genre (comedy, action, horror, etc) b) who is in the movie (cast) c) consistent design or “look” for the concept that suits the genre or mood of the movie d) The title of the movie in an easy to read, professional-looking font that is appropriate to the mood, genre and overall design of the film e) other elements found on the sample DVD cover including the list of director, cast, writers, producers, film company, rating, website, etc.

Hand in a written component that explains your choices regarding the genre, cast, design choices, title font and colours as well as the questions assigned on page one.

Make the thing look professional. You may draw it yourself or you may use collage. Pay special attention to the writing and font. Trace sample alphabets carefully, avoid bubble lettering.

Create some Rough Drawings on the first day to test out your ideas before you work on the good copy.

As you design your cover try to leave as little white space as possible. Keep it bright and vibrant.

**Film Titles To Use (pick one):**

<b>Fast Times at Kealakehe High</b>	<b>Kealakehe School Of Rock</b>
<b>Life of a Teen Photographer</b>	<b>Kendama Fest</b>
<b>Teen Chef’s Life</b>	<b>Big Island Surf Pro Hi-Lites</b>
_____’s World (insert name)	<b>My _____ Teacher Is Nuts</b>
<b>My Life as a Video Game Lover</b>	<b>The Nightmare of Kealakehe</b>
<b>Finding _____ (insert name)</b>	<b>My Crazy Dysfunctional Team</b>
<b>Coming to Kealakehe</b>	<b>Spirit Week 2014 Follies</b>
<b>Pretty Little Kealakehe Liars</b>	<b>Seniors Rule- Spirit Week 2014</b>
<b>My Life as a Superhero</b>	
<b>Kealakehe’s World</b>	

**INITIAL SKETCH---Take some time-- and use this space to brainstorm ideas for your DVD concept**  
**You can use school cameras and phone cameras to take pics**  
**You can NOT use pics from the internet w/out asking Mr S first**

