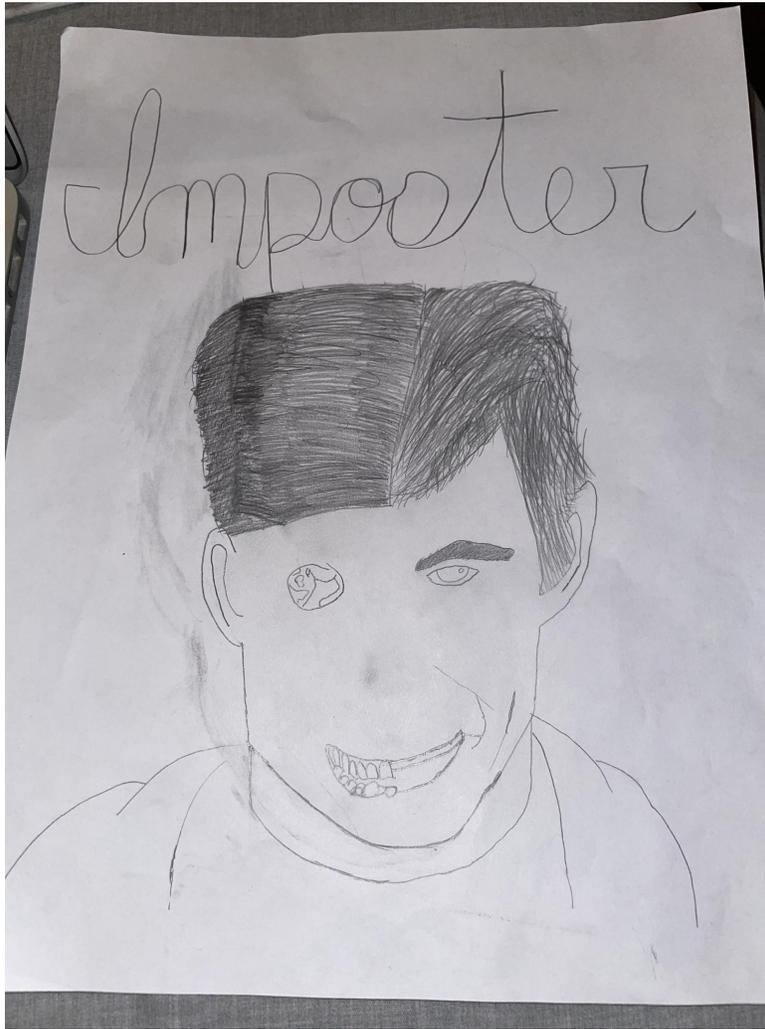


Lily Prendergast

4/8/22

Mrs. Giknis

## Psycho



I renamed Psycho and decided to name it Imposter. I think Psycho was a fitting name for the movie, so it was extremely hard to find a new name. I at first wanted to find the medical term for living as another person, but I kept coming up with crazy, transgender, and personality disorders that didn't quite fit the bill. I landed on Imposter because Norman Bates was pretending to be Norman Bates when eventually Norman was as dead as his mother. In the film he portrays

himself as a normal young adult male who is just trying to keep his motel alive and take care of his mentally ill mother. But there's a secret dark side to him where he becomes his mother. He adopts her clothes, her voice, and her personality to the point of when Norman has disappeared. Therefore I named the movie Imposter because Norman impersonated himself and became his mother.

I would advertise the movie as a thriller because there's a lot of build up to the big climax when it's revealed Norman was his mother and his real mother was dead. I think the trailer would be really cool if I focused more on the little psychological hints that Norman gives throughout the movie that he's not normal. For example when he was talking about stuffing birds and having like that dark lighting and creepy aura around him I felt like that was a really big psychological hint that something was not right. I think the movie speaks for itself with the meaning. At the time this movie came out a lot of the mental health field was still being developed therefore this movie was an interesting way to raise awareness to this mental illness. This movie has the tone of a serious but fascinating movie. I am communicating the seriousness of the film through the new movie poster. I kept the poster black and white as the film is in black and white which tends to make things more professional. I decorated one half of Norman's face to look like Norman and the other half to look like the dead corpse of his mother. I showed the seriousness of it through the idea of death and two different personalities on one face.

I had the idea of decorating my poster with the corpse of his mother to symbolize that a part of him no longer existed. When it would make sense to have it on the side of his face I felt it had a double meaning with being on his mother's side. As it showed she passed and he would have to live with his face. I tried to emphasize the fading of his mother as she's been dead for years through the lighter pencil marks on the mothers side of the photo.