

## The Royal Tenenbaums

“The Royal Tenenbaums” film by Wes Anderson shows the story of a unique family. Most films tell stories, but what makes this film so different is the use of chapters. This of course is not the only thing that stands out in this film but it is what the poster focuses on. The storyline is split into several parts, 12 to be exact, these parts are shown by templates that show you one chapter is over and a new one has begun. This is very distinctive to this film which is why I chose this to advertise the movie on a poster. I believe a movie is best sold by how different it is from other films. I believe that, especially now, movies are very difficult to make unique.

In creating the poster, I chose to make sure it was simple but pleasant to the eye. I made sure of this because of the many still shots in the film. Wes Anderson creates very particular shots in this film that show very simple yet beautiful to look at. This poster is sure to draw you in by its appeal much like “The Royal Tenenbaum”. Though this movie is rather colorful I kept the poster rather neutral with a strict color scheme. I did this to bring more color into the actual film. I believe it shows more vibrantly if you introduce a film with duller colors that are still relevant. The poster also features the Tenenbaums as children. I purposefully included this to show the other unique factor in the film of age and costume usage. I wanted to include this as it was one of my original ideas and interest in the film.

I chose to rename the movie, “Family Chapters” because it was on theme with the split storyline I chose to highlight on my poster. I chose to largely emphasize the chapter-like quality to this film. In order to create a theme to the poster I changed the font and placement to directly match the templates that split the film. The name, “Family Chapters” I believe is also an accurate overview of the movie itself. It represents how the movie opens as well. The whole movie is told as if it was a story book which is what is shown on the poster. A poster is meant to show off certain aspects and qualities of the film which I believe this poster accurately does.

