

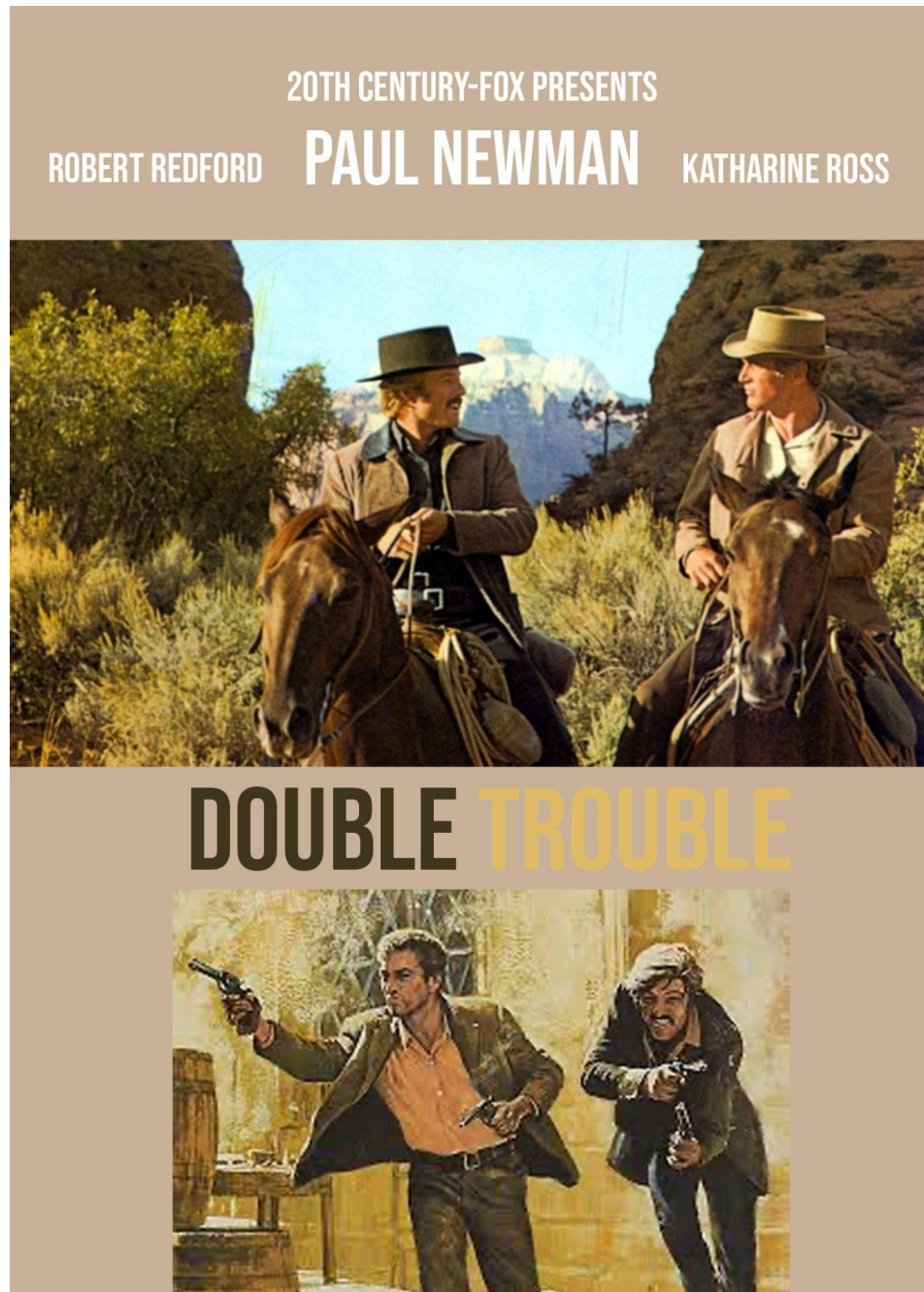
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Reel Reading

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Lit Log #2



For the movie *Butch Cassidy and The Sundance Kid* directed by George Roy Hill, I renamed it *Double Trouble*. There were many ways that I could have gone while renaming the film while also making it appealing to the audience. I knew that I wanted to emphasize the duo of Butch Cassidy and The Sundance Kid. Throughout the whole movie, you are able to see how tight these two characters are. They do everything together from robbing trains, running away, being with the same woman, moving to Bolivia, and eventually dying together. When it came to my poster, I wanted to keep it simple and straightforward. I think that often with the Western genre, there are often very little twists and turns. Along with that, I did not want to give the viewer too much to look at and overwhelm the audience with the poster. I kept it a simple font along with two pictures that I think are a great representation of what the film is about. One kind of special choice that I made was that I have Paul Newman's name bigger than Robert Redford and Kathrine Ross. I did that because at the time, Paul Newman was the big movie star that attracted the attention of the viewers and got people to watch the film. For the color of the words *Double Trouble*, I made them the colors of each Butch Cassidy and The Sundance Kid's hats. The color of the hats is sort of an underlying theme throughout the movie. In many old western films, white hats were often worn by the heroes while the black hats were worn by villains. This was a way to symbolize the contrast between good versus evil. A unique thing that the director George Roy Hill did was give the two main characters each different color hats. Butch Cassidy wears a light colored hat while The Sundance Kid wears a dark colored hat. In a way, it brought the two characters closer together and showed why they were such a successful team. At the time this was a different twist to a western genre type of movie that not many people had seen before. The color scheme of the dark versus light hat and the good versus evil theme was important for

me to include in the poster. Those two colors also fit right in and add to the western vibe of the poster.