

Target Audience

Look at the plot synopsis your group has been given. Read it through carefully.

What would the target audience for this film be? Consider gender, age, interests, socio - economic status, and geographical location.

How would you create a poster that would target this audience? As a group, fill in the table below. N.B You must be able to explain why your poster would attract the target audience you have identified.

	Denotation (basic description of what is there)	Connotation (what the underlying meaning is - what it suggests to you)
Film Title		
Main Image		
Secondary Image		
Title- Font? Size? Colour?		
Stars		
Tag-line		