

# Unseen - Article | Sample Answer

**Write a critical analysis of the poster below for the film, Fantastic Beasts & Where to Find Them. In it you should consider:**

- **The visual impact of the poster**
- and**
- **Whether or not the poster makes you want to see the film.**
- (Question 2, 2017)**

This poster is well designed. It is eye-catching and contains clear links/ references to the 'Harry Potter' texts. The familiar outline of Hogwarts Castle booming in the background entices fans and appeals to the target market. also enhances the visual impact of the poster as it adds perspective (in distance).

The colour green is prominent in this poster. This could suggest adventure, nature or envy. It clearly portrays the title in reference to 'beasts' and creates a sense of intrigue as we would like to know about the beasts. It also suggests an interesting plot line, as seen from the firm wand grip, and focused and intransigent look on the character's face; we wonder what causes him to look so determined.

There is not too much activity in the poster, just enough to provoke suspense and give an idea of the film content. The creatures of flying in the background attract attention to the poster. They are mythical creatures and, appearing next to a castle, could spark interest even in an unsuspecting by passer.

It is evident from the focus on the character in the poster and the lack of human companionship that this is the main character. The title, colour and appearance of creatures on the poster cause us to consider the possibility that he might have close links with animals. Perhaps he has few friends, and is on a solitary expedition? We wonder if he will meet anyone along his way. What kind of relationship would exist between an introverted animal lover and someone else from this magical world?

All these factors combined create an overall powerful visual impact. This inspired a desire within me to see the film and cause me to appreciate the techniques used by poster editors to create such an impact.