



Film Poster – Adventures of Lucy Lilac

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Film Poster Analysis

The film title is luminous and vibrant with typography font is Fantasy Pro to make the title mysterious and naïve.

These Characters are wearing luminous and vibrant clothing which is a very casual wear with luminous hair with highlight on the front of their hair.

This forest background is very enchanted and fantasy to make the background looks attractive.



This tagline "Story of her lives and she is a perfectly hero" suggests to the main character of the film thinks she is a heroine and she have strengths and actions.

Release date on "12 July" suggests that persuade audience to watch the film at the actual date.

Film companies on the bottom of the logo with a copyright year to shows the poster belongs to the companies.

Public Advertising



- My another experiment of the film poster is billboard in the public such as bus stops, streets and double decker bus as part of the advertising campaign.
- I inserted this film poster on the billboards, display and double decker bus for the advertisement to the public by using the creative software is Paint.NET when I was using advanced technique is Layers.