Media Studies Project

You have been asked to create the concept for a new horror movie called *Transfusion* by a well-known film company and they have asked you to design and create an advertising campaign for this potential film*.* You will need to come up with the plot to this new movie, too.This project will require you to produce **two print advertisements** (billboard and bus stop posters) and design an official website **- home page only** - as part of its promotion strategy. Hand drawn designs will do, however, if you are able to use PhotoShop or any editing software then use that. In your design you will need to suggest the plot, show the protagonist, and reference the dilemma/danger that the characters may face. The age rating for this movie will be 15+ and will be released globally. It will need to clearly show the audience what genre it is and entice the audience to go and watch the film.

Below are some examples you could use to give you inspiration:



