Poster Analysis:

The ninja assassin poster is a very bold poster using a character from the movie as the main focus. The focus of the poster has a character in a very striking pose. The body language of the character suggests that this is an action movie. This is further emphasised with open mouth in which the character appears to be screaming out. This could be because he is in a battle scene which would not be surprising as he is holding a weapon and has blood over his face. This also makes it safe to assume that there is going to be some heavy violence in this movie. This action snippet may foreshadow upcoming events within the movie.

The mise-en-scene of the character not including the weapon is typically seen in old school gangster/ ‘bad boy’ characters within movies this may suggest that he is a villain within the film either this or a anti hero of the film. The editing of the picture has artificial blood presumably from a brush on Photoshop. This might be there to emphasise the action. This with the edged weapon the character is holding suggests that there is going to be some very brutal action. The masthead of the poster is also colored in red and features the name ninja’s that are infamously known throughout history as violent assassins, assassin the other word is also a very violent occupation and the two words complement each other in suggesting extreme violence. With the title in the poster is a miniature shuriken (a ninja weapon) there are also black blobs used in the same brush style as the artificial blood. This suggests splashes of blood as well. The background contrasts with the main characters costume to allow the character to stand out even further. Black and white contrasts which each other more than any other colour.

The title is in its own spot in the poster not surrounded by any other writing so it is clear to read it also stands out above any other names of actors suggesting that this is a relatively unknown cast and is relying on the title more than any other names.

This movie appeals to a very specific demographic. From the poster i would stereotypically suggest that men would be more interested than women. Although the character has half his top off maybe suggesting that they are trying to appeal to women through a se appeal strategy. The age group of the audience is most likely the older audience as the violence would be unsuitable to the younger audience.

This is a good poster as it suits it purpose in appealing to its audience, it does not reveal any plot or give any major clues to the plot other than the title which suggests something to do with ninja’s this is good as it allows the characters imagination to become intrigued as to what the movie will reveal be revealed.



The sell line also suggests there will be a lot of weapons used this will be based around weapons. Also suggesting its focused on weapons.