Lesson Plan: Beyond the Credits

Designing a Sequel Poster for a Film

Materials Needed:

- Access to the movie you just watched (for reference)
- Notebook and pen/pencil for brainstorming
- **Choice of Art Supplies:**
    - **Option A (Physical):** Large paper or poster board, markers, colored pencils, paints, magazines for collage, scissors, and glue.
    - **Option B (Digital):** A computer or tablet with access to a free design program like Canva, or any other graphics software you are comfortable with (like Procreate, Adobe Express, or GIMP).

Lesson Overview

Hi Madison! Now that we've finished watching *[Movie Title]*, we're going to do more than just talk about it—we're going to continue the story! Today's project is to become a movie marketing designer. You will invent a concept for a sequel and create a movie poster for it. This will help us think deeply about the characters, themes, and what makes a story compelling.

Learning Objectives

By the end of this lesson, you will be able to:

1. Analyze a main character's journey and predict a logical "next chapter" for them.
2. Identify the central theme of the film and explore how it could evolve in a sequel.
3. Communicate a narrative idea visually through the principles of design (color, imagery, and text).
4. Create an original piece of media that synthesizes your analysis and creative ideas.

Part 1: Guided Exploration & Brainstorming (15 minutes)

Before you can design a poster, you need a concept for your sequel. In your notebook, let's think through some key ideas from the movie we just watched. Answer the following questions to get started:

- **Character's Future:** At the end of the movie, where did we leave the main character, *[Main Character's Name]*? What big lesson did they learn? Based on that lesson, what new challenge or conflict would make sense for them to face next? Would they handle it differently than they would have at the start of the first film?
- **Evolving Themes:** What was the big idea or message of the movie (e.g., "courage," "finding your identity," "the importance of family")? How could a sequel explore that theme in a deeper or more complicated way? For example, if the theme was "trusting others," a sequel might explore what happens when that trust is broken.
- **The "What If?" Scenario:** Think of a single "what if" question that could launch your sequel.
    - *Example for a superhero movie:* What if the hero's powers started causing a completely new, unexpected problem?
    - *Example for a historical drama:* What if a newly discovered letter changed everything the

main character thought they knew about their family's past?

Your Task: Write down a one-sentence summary for your sequel idea. For example: "In this sequel, *[Main Character's Name]* must now confront *[new villain or problem]*, which will test their newfound *[skill or belief learned in the first movie]*."

Part 2: Creative Project - Design Your Sequel Poster (60-90 minutes)

Great! Now that you have a concept, it's time to bring it to life. A good movie poster doesn't just show the characters; it tells a story and creates a mood. Follow these steps to create a powerful poster.

Step 1: The Core Elements

Every movie poster needs a few key things. Plan these out in your notebook first.

- **The Sequel Title:** Your sequel needs a name! Will it be *[Movie Title] 2*, or something more creative, like *The Hunger Games: Catching Fire*?
- **The Tagline:** This is a short, catchy phrase that hints at the story or theme. For *The Dark Knight*, a tagline was "Why So Serious?". For *Jaws*, it was "You'll never go in the water again." What is a compelling tagline for your sequel?
- **The Central Image:** What is the most important visual for your poster? It should be symbolic. Instead of just a picture of the hero's face, think about how to represent the *conflict*.
    - Is the character turning away from something?
    - Is there an important object that is now broken or transformed?
    - Could you use shadows or reflections to show an internal struggle?

Step 2: Sketch & Design

Before you create the final version, make 2-3 small, quick sketches (thumbnails) of different layouts. Experiment with where to place the title, the tagline, and the main image. Think about color. Will the colors be dark and moody to show danger? Or bright and hopeful? Choose the sketch you feel is strongest.

Step 3: Create Your Poster!

Using your chosen art supplies (physical or digital), create your final poster. Take your time and focus on making your ideas clear and visually interesting. Remember to include:

1. Your sequel title.
2. Your tagline.
3. Your powerful central image.
4. The "actor" names (you can just use the names of the actors from the first film).

Part 3: Reflection & Sharing (10 minutes)

Once your poster is complete, let's talk about it. This helps connect your creative choices back to your analysis of the film. Be ready to explain:

- Why did you choose this specific sequel concept for the character?
- How does your central image symbolize the new conflict or theme of your sequel?
- Why did you choose the colors and layout that you did? What feeling or mood were you trying to create?

Project Rubric (How to know you've done a great job)

Category	Excellent (3 pts)	Good (2 pts)	Needs Improvement (1 pt)
Story Concept	Sequel idea is a creative and logical continuation of the original character arcs and themes.	Sequel idea connects to the original film but might be a bit generic or illogical.	Sequel idea doesn't clearly connect to the first film.
Visual Storytelling	The poster's main image is highly symbolic and clearly represents the new conflict or theme.	The poster's main image relates to the story but is more literal than symbolic.	The poster's image is unclear or doesn't connect to the story concept.
Design & Creativity	The poster is well-composed, uses color effectively, and includes a creative title and tagline. It is neat and shows strong effort.	The poster includes all required elements, but the design could be more balanced or creative.	The poster is missing key elements (like a tagline or clear title) or appears rushed.

Optional Extension Activity: The Studio Pitch

Want an extra challenge? Write a one-paragraph "pitch" to a movie studio executive. In your pitch, explain your sequel concept, why audiences who loved the first film will be excited to see it, and how your poster design captures the new story's essence. This is a great way to practice persuasive writing!