

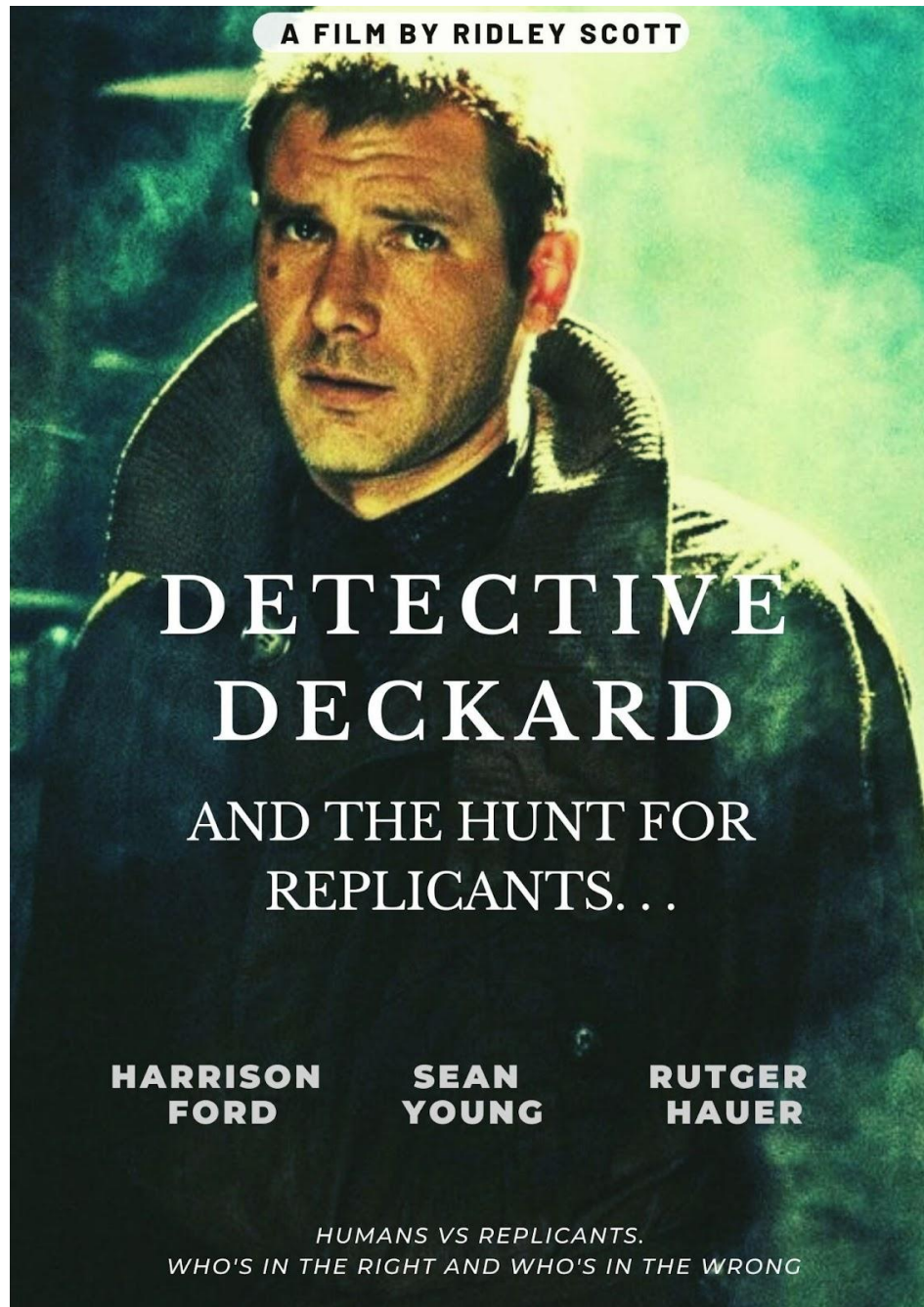
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Reel Reading

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**Blade Runner Movie Poster**



For this lit log I decided to make my own version of the poster for Blade Runner and make up my own title. My new title for this film is “Detective Deckard and the Hunt for Replicants.” The reason I felt this was a much more interesting title for the movie is because the title “Blade Runner” does not actually tell or advertise to people what the film is about. When I first heard of this film and saw the title, I assumed the film would involve more action and be more of a crime film. The tone of this movie was more laid back than what I expected. If I didn’t have to do research on the movie before watching, I don’t think I would have known that this movie is similar to noir movies from the past. My title would let people know who the main character is and his goal. Also, adding the word detective would allow viewers to know what genre this film is.

For the poster, I tried adjusting the colors so it would be warmer, but also have some blue. I also made the contrast higher so that the poster could pop out some more. Since my title has the word detective, I thought that making the poster also shows that this is a movie about a “detective” movie would make sense. At first I was thinking of making it black and white, but this movie isn’t just a noir movie. It mixes both the sci-fi and noir genre, so keeping those blue and green colors while still having the poster look dark and mysterious would show this.

In general, if I was in charge of advertising this movie to people I would focus on the style of this movie and how the genre is science fiction noir. That’s an interesting combination that would get a lot of people interested, and it’s not lying to viewers because that’s actually what the movie is. The tagline at the bottom of the poster says: “Humans vs replicants. Who’s in the right and who’s in the wrong.” I watched this movie so I already know the answer, but making audiences think about this question before they even watch the movie would work great. It might have even led to more theories of if Deckard is a replicant or not.