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"Parasite" Movie poster analysis

The Posters of “Parasite” are a series of movie posters designed to promote the film Parasite. Andrew Bannister designed the poster for the film's UK release. The designer is a freelance graphic artist who specializes in book and magazine design. He has also created album covers, advertising, and posters. The poster is a simple design, with the title of the film written in blue and orange font against a black background. The poster is intended to be reversible. The title's letters divide the plane in two, illustrating the contrast between two different families. The characters are walking down and up the stairs from various angles. The metaphorically and physically-depicted conflicting socioeconomic classes are an excellent illustration of the sharply-set-up narrative that is based on a single construction. The color scheme also reflects the concept, while the highlights and shadows are achieved with the colors from the other half for a well-balanced balance. This poster also shows a few of the most significant symbols, such as the self-portrait and the scholar's rock.

The poster was designed to promote the film Parasite, a movie about two different families, one who is rich and one who is poor. The movie is set in South Korea, which has a very large divide between the rich and the poor. The poster effectively illustrates this divide, as it is reversible and the title's letters divide the plane in two. The creator of the poster, Andrew Bannister, was likely responding to theories related to linguistics or semiology, avant-garde art

movements, or the psychological perception of forms. Furthermore, the poster effectively illustrates the divide between the rich and the poor, which is likely a response to theories related to linguistics or semiology. Finally, the use of color and light in the poster is likely a response to theories. According to Lissitzky, going "over from one color to another" creates changes in meaning (Lissitzky 28). The use of color in the Parasite poster accomplishes this by creating a clear contrast between the two families. Additionally, the use of light in the poster effectively creates a sense of contrast. The dark and bright background creates a stark contrast to the characters who are brightly lit, and this is meant for those who would read "it over and make sense out of it" (Lissitzky 28). This effectively highlights the conflict between the two families.

The Parasite poster is also a good example of how a designer can use text to create a visual pun. The name of the movie is written in a font that looks like a parasite, and the word "parasite" is written in all capital letters. This creates a visual effect that is fun and eye-catching. The idea of a parasite is also appropriate for a horror movie, and the poster uses other elements to create a spooky atmosphere. For example, the eyes of the people in the photo are glowing green, and there is a ghostly figure in a background photo frame.

The text on the poster also includes a tagline (a film by Bong Joon-Ho) that promotes the movie. This is another element that is common in movie posters. It is important to create a sense of excitement and anticipation for the film, so that potential viewers will be more likely to want to see it (Pham et al. 16). In any case, the Parasite poster is an effective piece of marketing that uses graphic design to create a visually appealing and eye-catching advertisement.

The Pavant-garde movement also influences the Parasite poster. Avant-garde artists often experimented with new types of typography, and the Parasite poster uses a unique font to create its visual pun. The poster also uses unusual colors and distorted images, which are common

features of avant-garde art. Avant-garde artists sought to create a "new reality" that was different from traditional art (Lissitzky 25). The Parasite poster achieves this goal by using a playful font to create a scary image. It also uses distorted images to create a visually jarring effect. This type of design is intended to challenge the viewer's perceptions and make them think about the world in a new way.

The Parasite poster also uses elements that appeal to the psychology of shapes. For example, the poster uses a triangular shape to create the image of a parasite. This type of shape is often associated with danger and the unknown, and it creates a feeling of suspense in the viewer. The use of triangular shapes is also common in avant-garde art, which often uses distorted shapes to create a "new reality" (Lissitzky 25). The Parasite poster uses these shapes to create a spooky and suspenseful atmosphere.

Overall, the Parasite poster is an effective piece of marketing that uses graphic design to create a visually appealing and eye-catching advertisement. It uses a variety of design elements to appeal to the senses, and it successfully creates a sense of excitement and anticipation for the movie. The poster is also inspired by the Avant-garde art movement, which sought to create a "new reality" that was different from traditional art. This movement has influenced the design of the Parasite poster, and the poster uses a variety of elements that are common in avant-garde art.

Works Cited

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