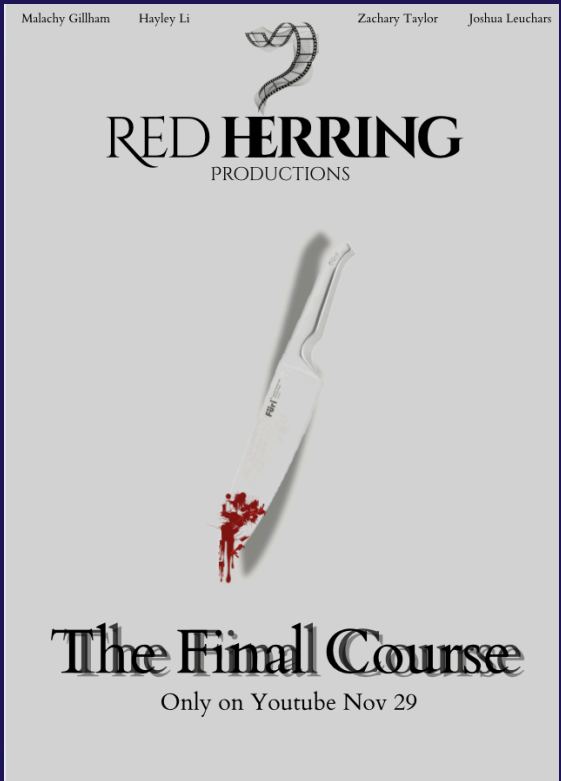# The Final Course Film Pitch

Engagement:

Our film engages various audiences with the most prominent being fans of thriller, horror, and mystery. Our film opening uses various camera angles, dramatic soundtrack, diagetic sounds of knives, and cuts to black screens to enhance the enigma in our opening. The aims of this is to create that enigma and sense of mystery throughout to capture the audiences attention and give them a sense of confusion surrounding whats going to happen next.

Distribution:

If I was personally in charge of distributing our film I would go by with releasing it as many other indie film companies do. I would create various posters, short form content including Instagram reels and Tiktoks to boost visibility, and trailers. I would aim to release our film via a platform such as YouTube movies or even just youtube at the beginning due to my goal of trying to boost visibility more than profits at this point in time.
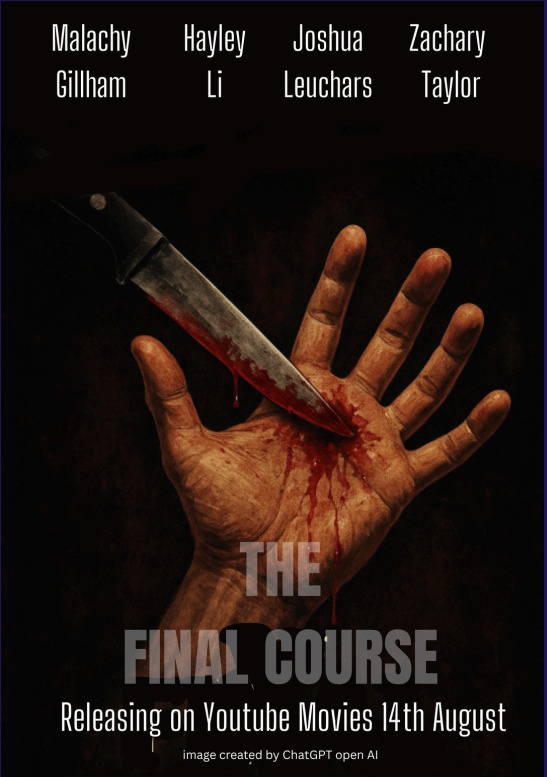
Examples

One of the main methods of advertising our film that I would make use of is various posters which I would promote via social media and on various posterboards around my city. Here are some examples I made using canva. (Note the poster depicting the bloody hand and knife uses AI generated images from ChatGPT Open AI.

I wanted to go for a minimalistic approach to this poster, so I used very muted colours and limited details. I chose to do one in this style as to further enhance the wanted enigma in our film. I also used elements of our film in the poster in the sense of the knife. The title card of the film at the bottom uses multiple writings to create the broken effect. I used this to mimic the styles of fonts used in many different horror/thriller productions.

I used ChatGPT to create this image here as I wanted to replicate a proper more graphic image which wouldn't be possible to do in person for obvious safety reasons. My choices of fonts were inspired by older movie posters from the 1980's and 1990's such as Pulp Fiction. I wanted to emulate a more horror style to this movie poster rather than a modern thriller style as to represent the diersity and many genres in which our film opening comes under. The colour toning on this is a lot darker and with undertones of yellow to give it an eerie feeling which coinsides with the horror genre.

This poster I used an image I took in February 2025 for a in class task that was teaching us about the importance of camera angles and lighting. Conveniently, the person in this photo is the same person (Malachy Gillham) that acted in as our main antagonist in our film. The image has a sense of enigma im it for its high contrast and slight masking of the identity in the man. This mirrors our portrayl of our villain in our opening.