# Study on Effectiveness of Poster Design for Animation Films

# --From the Perspective of Visual Rhetoric

Xue Gu

College of art, Hebei GEO University, Hebei, 050021, China.

## Abstract

**With the continuous development and progress of the film industry, the animated film has become an important member of the film market. As an indispensable part of the film marketing and promotion, the effectiveness of the animation film poster design has a crucial impact on the market performance and popularity of the film. As an important aspect of poster design, visual rhetoric can convey the story and theme of the film through various elements such as image, color and font, and enhance the audience's interest in and expectation of the film. Therefore, this paper aims to study the visual rhetoric in the design of animated film posters, and explore the impact of its effectiveness on film marketing and promotion, so as to provide a more scientific basis for film makers.**

## Keywords

**Animated Film; Movie Poster; Poster Effectiveness; Animation**

## 1. Introduction

The effectiveness of poster design for animated films refers to whether the poster design can attract audiences and promote the box-office performance and brand image of the film. The evaluation of effectiveness needs to consider many aspects of poster design, including the combination of image and text, color matching, poster information transmission and visual appeal, etc. An effective animated movie poster design can capture the attention of potential audiences in an instant, arousing their interest and curiosity, thus prompting them to further learn about the content and style of the movie, and even purchase tickets for the movie. Therefore, evaluating the effectiveness of animated film poster design is an important issue that film production companies and marketing teams must face.

## 2. The Importance of Animated Movie Poster Design

Animation film poster is one of the important propaganda media of animation film, it is not only an important tool to promote animation film, but also the main way for potential audiences to know the content and style of the film. A good animated film poster design can attract the attention of the audience, improve the visibility and exposure of the film, and thus have a positive impact on the box office performance of the film. In addition, animated movie posters are also an important part of movie brand marketing. Through the design and communication of posters, the image and popularity of the movie brand can be enhanced, and the loyalty of consumers and the word-of-mouth communication effect can be improved. Therefore, the importance of animated movie posters cannot be ignored. For film production companies and marketing teams, it is very important to design a unique animated movie poster that can attract potential audiences.

## 2.1. Posters are an important medium for the promotion of animated films

Animation film posters are one of the important media to publicize animation films. Through the design and production of posters, it is possible to convey the information and features of the film to potential audiences and attract their interest and curiosity, thus increasing the popularity and exposure of the film. A good animated movie poster can be a highlight of the movie's promotion, attract more audience attention to the movie and lay a good foundation for the movie's box office performance.

First of all, the poster is intuitive and readable. The design of animated movie posters usually adopts a combination of images and words, which can visually convey the information and characteristics of the movie to potential audiences, and also further explain the content and style of the movie through the description of the words. The intuitiveness and readability of posters make them a very effective medium for film promotion; Secondly, posters can be spread across multiple platforms. Animated movie posters can be spread on multiple platforms, such as cinemas, outdoor billboards, social media, etc. These platforms are important sources for potential audiences to obtain film information. The dissemination of posters can increase the exposure rate and popularity of the film, attract more audiences to pay attention to the film, thus improving the box office performance of the film; Finally, posters can establish the brand image of a film. Animated movie posters can not only convey the message of the movie, but also build the brand image of the movie through the design and style of the poster. A good poster can be a representative of the movie brand, allowing the audience to have a deeper impression and cognition of the movie, thus improving the commercial value and market competitiveness of the movie.

In general, animated movie posters, as an intuitive, readable, multi-platform communication media, have important movie publicity value.

## 2.2. Posters enhance the brand image and popularity of animated films

Animated film posters are also an important part of film brand marketing. Through the design and communication of the poster, the image and popularity of the movie brand can be enhanced, and the loyalty of consumers and the word-of-mouth communication effect can be improved. A good animated movie poster can be the representative of the movie brand, so that consumers have a deeper impression and cognition of the movie, so as to improve the commercial value and market competitiveness of the movie.

First of all, the poster is an important representative of the movie brand. The design and style of animated movie posters can be an important representative of the movie brand. Through the dissemination of posters, audiences can have a deeper impression and cognition of the movie brand. A good poster can shape the image of the movie brand through its unique design and style, so that the audience will have a favorable impression and identification with the brand. Secondly, the poster can increase the exposure and popularity of the movie. The spread of animated movie posters can increase the exposure and popularity of the movie and attract more viewers to pay attention to the movie. Posters can be spread across multiple platforms, such as cinemas, outdoor billboards, social media, etc., all of which are important sources for potential audiences to get information about movies. The dissemination of posters can improve the visibility and exposure of a film, which in turn increases the audience group and market share of a film. Finally, posters can improve audience loyalty and word-of-mouth communication effect. The design and dissemination of animated movie posters can also improve audience loyalty and word-of-mouth effect. A good poster can make the audience have a deeper impression and cognition of the movie, and enhance the audience's loyalty and word-of-mouth communication effect. The audience's favorable impression and recognition of the movie brand can be transmitted to more potential audiences through the word-of-mouth effect, further improving the popularity and box office performance of the movie.

To sum up, animated movie posters, through their unique design and style, can become an important representative of movie brands, enhance the image and popularity of movie brands, improve audience loyalty and word-of-mouth communication effect, and thus promote the commercial value and market competitiveness of movies.

## 2.3. Establish the brand image of the film producer

Good poster design can help establish the brand image of the film, thus making it easier for consumers to recognize and remember the film. This brand image can be achieved by using elements such as specific colors, fonts, and images. For example, using colors and image elements that relate to the theme of the movie can help consumers identify the movie more easily and differentiate it from other movies.

As one of the marketing tools, animated movie poster has a strong function of brand building. First, establish the image and cognition of the brand. The design style, color, pattern and other elements of the animated film poster can reflect the brand style and characteristics of the film producer. Through many times of film poster publicity, consumers can gradually form the brand image and cognition of the film producer; Secondly, enhance the brand awareness and reputation. Animation film posters have a wide range of publicity, which can be promoted through various media and channels, so as to improve brand awareness and reputation. After exposure to movie posters for many times, consumers will have a higher degree of trust and goodwill towards the brand; Then, enhance the differentiated competitive advantage of the brand. The design style and content of animated movie posters can be differentiated from other brands in competition. Through unique design, creativity and marketing strategies, the brand can establish a unique image and characteristics in the hearts of consumers; Finally, establish the cultural values of the brand. Animated films usually involve some cultural values, such as friendship, family, courage and so on. Through the promotion of animated movie posters, consumers can recognize the cultural values conveyed by the movie producers, and have resonance and identification, so as to establish the cultural image and values of the brand.

In short, animated film posters can establish the brand image of the film producer, mainly through the comprehensive effect of design style, popularity, differentiated competitive advantage and cultural values and other factors, so as to achieve the purpose of enhancing brand awareness and reputation.

## 3. Design elements that influence consumers in posters of animated films

The poster design of animated movies is an important link in the marketing strategy, which plays an important role in attracting consumers' attention, stimulating their interest and guiding them to make consumption decisions.

## 3.1. The visual effect of the poster

Animated film posters are one of the important forms of film publicity, as well as an important means to attract audience's attention and convey film information. Among them, the visual effect of the poster is one of the important indicators to evaluate its effectiveness. A good animated movie poster should be able to catch the audience's eye and arouse their interest and curiosity, thus increasing the popularity and recognition of the movie.

Evaluating the visual effects of a poster can be done in a number of ways. First, the color of the poster is an important factor that affects the visual effect. The choice of color should be in line with the theme and emotional atmosphere of the movie, so as to arouse the audience's resonance and emotional resonance. For example, if the movie theme is romantic and warm, then the poster color can be chosen in a gentle tone such as pink, blue or purple. Secondly, the composition of the poster is also one of the important factors in the visual effects. The design of the composition should be able to highlight the key message and theme of the film, so as to

attract the audience's attention. For example, if the theme of the film is adventure and exploration, then the composition of the poster can adopt bold lines and bright colors to highlight the sense of adventure and excitement of the film. At the same time, the image and font on the poster are also key factors affecting the visual effects. The choice of images should be able to accurately convey the theme and message of the film, thus arousing the interest and curiosity of the audience. The font choice should be clear and easy to read, in keeping with the movie's theme and emotional atmosphere, thus making it easier for the audience to understand the movie's message. Apart from this, the printing quality and size of the poster are also important factors affecting the visual effects. The printing quality of the poster should be high to ensure the clarity of the image and font and the brightness of the colors. The size of the poster should be determined according to different promotional needs and occasions, so as to ensure that the poster can show the best visual effects in different occasions and media.

To sum up, the visual effect of a poster is one of the important indicators affecting its effectiveness. A good animated movie poster should be able to catch the audience's eye and arouse their interest and curiosity, thus increasing the popularity and recognition of the movie. When designing a poster, it is necessary to start from many aspects such as the poster's color, composition, image, font, printing quality and size, so as to fully consider and meet different promotional needs and occasions in order to achieve the best visual effects and publicity effects.

## 3.2. Brand recognition effect

Brand identification effect is one of the important indicators of animation film poster design, it can help the audience quickly identify the brand and theme of the film, so as to improve the visibility and recognition of the film. The evaluation of the poster brand identification effect can be started from many aspects, such as the design of the brand identity, the presentation of the movie theme, etc.

First of all, the design of brand identity is one of the important factors affecting the effect of brand identity. Brand identity should be able to accurately convey the brand and theme of the film, so that the audience can quickly identify the source and brand of the film. The brand identity should be designed to fully reflect the core values and brand image of the film so that it resonates with the audience. In addition, the brand logo should also be designed with readability and recognizability in mind, in order to make it easier for audiences to identify the film's brand.

Secondly, the presentation of the movie theme is also one of the important factors affecting the effect of brand identification. The presentation of the movie theme should be able to combine with the brand identity to form an overall visual effect. For example, if the theme of the movie is science fiction and the future, the poster should be designed in such a way that the audience can quickly identify the theme and brand of the movie.

Apart from this, elements such as the images and text on the poster are also key factors that affect the effect of brand identification. The selection of images should be in line with the film's theme and brand image, thus making it easier for the audience to identify the film's brand and theme. The choice of text should be clear and legible, in keeping with the brand identity and the movie theme, thus making it easier for the audience to understand the movie's message.

To sum up, the brand identification effect is one of the important indicators of the poster design of an animated film. A good animated film poster should be able to accurately convey the brand and theme of the film, allowing the audience to quickly identify the source and brand of the film, thus improving the visibility and recognition of the film. When designing a poster, elements such as the design of the brand identity, the presentation of the movie theme and the images and text on the poster need to be fully considered in order to achieve the best brand recognition and publicity effect.

### 3.3. The information transmission effect of the poster

As a means of publicity, animated film posters play an important role in the film industry. It can not only catch the eyes of the audience, but also convey the story and theme of the movie, and enhance the audience's interest and expectation for the movie. Therefore, it is very important to evaluate the information transmission effect of the poster, which can help film makers better understand the needs and preferences of the audience, thus improving the market performance of the film.

First of all, the information transmission effect of the poster is closely related to the image and text on the poster. A good animated movie poster should be able to accurately convey the story line and theme of the movie. For example, if the theme of a movie is camaraderie and unity, then the images and text on the poster should be able to accurately represent that theme and allow the audience to relate and be interested. In addition, the images and words on the poster should be attractive and able to catch the audience's eye and get them interested in the film. Secondly, the information transmission effect of posters is also related to the audience's receptivity and cultural background and other factors. Different audience groups have different understanding and receptivity to posters. Therefore, film makers need to consider factors such as audience receptability and cultural background, and choose images and words suitable for audience groups when designing posters, so as to better convey the story lines and themes of the film. Finally, to evaluate the information delivery effect of the poster, it is also necessary to consider the poster's performance in the market. A good animated movie poster can not only convey the story and theme of the movie, but also attract the attention of the audience and improve the popularity and market performance of the movie. Therefore, film producers need to evaluate the market performance of the poster to understand its influence and popularity, so as to better adjust the publicity strategy and improve the market performance of the film.

To sum up, the information transmission effect of the poster is one of the important indicators to evaluate the effectiveness of the poster. Film makers need to evaluate the poster's performance in the market by observing elements such as images and text on the poster, taking into account factors such as audience's receptivity and cultural background, so as to better design and adjust the poster and improve the film's market performance and popularity.

### 3.4. The communication effect of posters

Poster is an indispensable part of movie publicity. It can not only attract the audience's attention, but also convey the story and theme of the movie, and enhance the audience's interest in and expectation of the movie. However, just having good posters is not enough. The spreading effect of posters is also one of the important indicators to evaluate their effectiveness. If the poster can generate attention and share on social media and other channels, then its effectiveness will be improved, resulting in more exposure and traffic for the marketing and promotion of the film.

First of all, social media has become an important channel for information dissemination and communication in modern society. The spreading effect of posters on social media can directly reflect the influence and popularity of posters among the audience. If the poster can attract attention and share on social media, then its spreading effect will be improved, thus bringing more exposure and traffic to the marketing and promotion of the film. Therefore, evaluating the spreading effect of a poster can be achieved by observing indicators such as the reposting and comments of the poster on social media. Secondly, the communication effect of posters is also related to the design and content of the posters themselves. A good animated movie poster should be able to catch the eyes of the audience and make them interested and curious. The poster design should be concise and clear, and the images and text should be able to accurately convey the story line and theme of the film. In addition, the content of the poster should be interactive and be able to trigger discussion and sharing among the audience. If the design and

content of the poster can meet the needs of the audience, then the poster's communication effect will be improved. Finally, it is necessary to consider the poster's performance on other channels to evaluate the poster's communication effect. In addition to social media, the display effect of posters in cinemas, public places, outdoor billboards and other places is also one of the important indicators to evaluate the communication effect of posters. If the poster can attract the attention and interest of the audience in these places, then its spreading effect will be improved, bringing more exposure and traffic for the marketing and promotion of the film.

To sum up, the communication effect of a poster is one of the important indicators to evaluate the effectiveness of a poster. Film producers need to better design and adjust posters to improve the marketing and promotion effect of films by observing the communication effect of posters on social media and other channels, considering the design and content of posters, and evaluating the performance of posters on other channels.

## 4. The Methods of Effective Design for Posters in Animated Movies

The poster design of animated films needs to consider a variety of factors to ensure that it plays a maximum role in attracting the attention of the target audience, stimulating interest and guiding consumption decisions.

### 4.1. Design of image elements

The graphic element design of animated movie posters is one of the key factors to attract the target audience. Good graphic design can be done through color, shape, line, composition and other considerations to ensure visual effects and aesthetics of the image. At the same time, graphic element design needs to accurately convey the theme, emotion and storyline of the film in order to attract the attention of the target audience.

First of all, color is one of the important factors in the design of image elements of animated movie posters. Colors can convey emotions and moods, so the theme and emotions of the movie need to be considered when choosing colors. For example, if the movie is a romantic love story, then colors such as red and pink can be used to emphasize the romance and warmth of love. In addition, contrasting colors can also add visual effects and attract the attention of the target audience.

Secondly, shape is also one of the important factors in the design of image elements. Different shapes can convey different emotions and meanings. For example, a circle can convey warmth, friendliness, and intimacy, while a sharp Angle can convey tension, danger, or mystery. Therefore, the theme and emotion of the film need to be considered when choosing the shape to convey the right message.

Lines are also one of the important factors in the design of graphic elements. Lines can convey a sense of dynamics and movement, so factors such as the direction, thickness and curve of the lines need to be considered when designing a poster. For example, vertical lines can convey a sense of stability and firmness, while horizontal lines can convey a sense of calm and tranquility.

Finally, composition is one of the important factors in the design of image elements. Composition can determine the overall visual appearance and aesthetics of the poster. Good composition should consider factors such as balance and contrast between elements and the location of the visual center. For example, the main characters in the movie should be centrally located in the poster so as to attract the attention of the target audience.

To sum up, the design of the graphic elements of an animated movie poster needs to take into account several factors to ensure that it can accurately convey the theme, emotion and storyline of the movie while capturing the attention of the target audience. Through consideration of color, shape, line and composition, it is possible to design an animated movie poster that has visual impact and aesthetics.

## 4.2. Title and slogan design

The title and slogan design of animated movie posters is one of the key factors to attract the target audience. A good title and tagline can quickly convey the theme and emotion of the film, while combining with graphic elements to form an overall visual effect.

First, the title and tagline need to be concise and clear to convey the theme and emotion of the film quickly. Due to the limited space of the poster, the title and tagline need to be as short and precise as possible. For example, if the film is a comedy, then the title and tagline can use humorous language and witty expressions to capture the attention of the target audience. In addition, the title and tagline also need to accurately convey the theme and emotion of the film so that the target audience can quickly understand what the film is about.

Secondly, the title and tagline need to be combined with graphic elements to form an overall visual effect. The poster's title and tagline should echo the image elements in order to create a complete visual effect. For example, if the image element on the poster is a cute kitten, then the title and tagline can use language and expressions associated with the kitten in order to combine with the image element to create a cute overall effect. Alternatively, the font and color of the title and tagline also need to be coordinated with the image elements in order to create an overall visual effect.

Finally, titles and slogans need to take into account the needs and preferences of the target audience. Different target audiences will have different needs and preferences for headlines and taglines. For example, if the film's target audience is children, then the title and tagline should use simple, easy to understand and interesting language and expressions in order to attract children's attention.

To sum up, the title and tagline design of an animated film poster needs to take into account multiple factors to ensure that the theme and emotion of the film can be conveyed quickly, while combining with graphic elements to form an overall visual effect. An attractive animated movie poster can be designed through concise and clear language and expression, a design that echoes the graphic elements, and consideration of the needs and preferences of the target audience.

## 4.3. Typographic design

The typographic design of animated film posters is one of the key factors to attract the target audience. For posters that need to convey more information, good typography design should be able to catch the eye of the target audience and be able to convey the message clearly.

First of all, typography needs to consider the choice of font and size. The choice of font and size should echo the theme and emotion of the movie. For example, if the movie is a horror movie, then use bold, black font and larger font size to emphasize the scary atmosphere. In addition, the choice of font and size also needs to take into account the overall design style of the poster to ensure that the text layout is in harmony with the graphic elements. Secondly, the typography needs to take into account the setting of line spacing and word spacing. The setting of line spacing and word spacing can affect the readability and aesthetics of the text. Proper line spacing and word spacing can make the text easier to read, as well as increase the aesthetic quality of the text. Finally, text typesetting needs to take into account the layout and alignment of the typesetting. The choice of layout and alignment should be based on the overall design style of the poster and the theme and sentiment of the film. For example, if the movie is a romantic love story, then the centering alignment can be used to highlight the importance of the words and convey romantic and warm emotions. It is important to note that the design of the text layout needs to avoid excessive complexity and confusion. Overly complicated and confusing text typesetting will not only affect the readability of the text, but also reduce the aesthetics of the entire poster. Therefore, designers should simplify the design of text typesetting as much as possible to ensure that the text conveys the message clearly and harmonizes with the graphic elements.

To sum up, the design of text typesetting for animated movie posters needs to consider the choice of font and size, the setting of line spacing and word spacing, as well as the layout and alignment of the typesetting. With reasonable design, it can catch the eye of the target audience and be able to convey the message clearly. At the same time, overly complicated and confusing designs need to be avoided to ensure the aesthetics of the entire poster.

## 4.4. Brand identity design

Brand identity design plays a very important role in modern marketing. Brand identity is an important way for consumers to identify a brand and differentiate it from other brands. On movie posters, the role of brand logos can't be ignored either. Brand identification allows consumers to quickly identify the source and brand of the movie, thus improving brand awareness and recognition.

The design of a brand identity needs to consider several aspects. First, the brand logo should be integrated with other elements of the poster to create an overall visual effect. This can be done by using the colors, fonts, and graphic elements of the brand identity. For example, if the color of the brand logo is red, the other elements of the poster should use red or a color similar to red in order to create an overall visual effect. Secondly, the design of the brand logo needs to take into account the core values of the brand and the brand image. Brand identity should be able to accurately convey the core values and brand image of the brand, so as to resonate with consumers. For example, if the core values of a movie brand are innovation and avant-garde, then the design of the brand identity should fully reflect this. In addition, the design of the brand identity needs to take into account the readability and recognizability of the brand identity. The brand logo should be able to be clearly displayed on the poster and be able to allow consumers to quickly identify the brand. This can be done by using simple, clear graphic elements and fonts. Finally, the design of the brand identity needs to consider the consistency of the brand identity. The brand identity should be consistent across different media and channels, thus improving brand recognition and recognition. For example, the design of the brand logo on the movie poster should be consistent with the brand logo in the movie's official website and movie trailers.

To sum up, the importance of brand identity design on movie posters is self-evident. A good brand identity design can allow consumers to quickly identify the brand and improve brand awareness and recognition. Therefore, when designing movie posters, designers need to carefully consider the design of brand identity, so as to achieve the best effect of brand identification.

## 5. Conclusion

The effectiveness of an animated film poster design is crucial to the marketing and promotion of a film. Visual rhetoric is an important aspect in poster design, which can convey the story and theme of the film through various elements such as image, color and font, and enhance the audience's interest in and expectation of the film. By studying the effectiveness of the poster design of animated films, we can better understand the needs and preferences of the audience, and provide a more scientific basis for the marketing and promotion of films.

In the future, with the continuous development of social media and the Internet, the effectiveness of animated film poster design will become more important. Film makers need to constantly innovate and improve poster design to adapt to the needs and preferences of audiences, and improve the popularity and market performance of films. At the same time, it is also necessary to strengthen the research and evaluation of poster design, and constantly optimize the communication effect and information transfer effect of posters, so as to bring more exposure and traffic for the marketing and promotion of films. Therefore, we need to pay

more attention to the effectiveness of the poster design of animated films, and constantly explore and innovate, so as to inject new vitality and impetus into the marketing and promotion of films. We believe that in the near future, the effectiveness of animated film poster design will be more widely used and recognized, and make greater contribution to the development and progress of the film industry.

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