

**UNDERSTANDING MOTION POSTER AS AN EMERGING  
TREND IN TELUGU FILM PROMOTION.**

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CHRIST UNIVERSITY  
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## ABSTRACT

Understanding Motion Poster as an emerging trend in Telugu film promotion

D.N.S.S Pavan Kumar

Telugu film industry is one of the biggest industry in the world with its largest number of film production annually. It produces more than 300 films per year. Telugu film industry has adopted a brand new technology from Hollywood which is gaining popularity in the current promotional techniques. This new trend is called as first look Motion Poster. Motion posters are different from normal wall posters. Currently this trend is popular in Indian film promotions. Telugu films too adopted this technology and has become an emerging trend. The researcher intends to understand motion poster as an emerging trend in Telugu film promotions in the research.

**Keywords:** *Telugu film promotions, Motion Poster, Film advertising*



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**DEDICATION**

To my loving Grandma and for the lovely childhood stories she told



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## **Chapter 1**

### **INTRODUCTION**

#### **1.1 Cinema in India**

French introduced the idea of moving images to the world but no one would have thought that India would have the world's largest film industry. Indian cinema has already crossed 100 years recently and older than our countries freedom. The transformation of black and white silent movies to the latest color movies is extraordinary. The country filmmakers use the latest technology in the market for making their movies and competing Hollywood. The Indian theatres still reap revenues in the big screens even at the age of free downloads, torrents and Internet.

Initially the profession of cinema was considered low profile job in India. But the reputation and the notion in the people of India have changed. After Dadasaheb phalke many started making silent movie mainly in the cities like Mumbai, Chennai. Chennai became the hub for all the movies related activities from studios to movie premiers. Various icons of the movie industry also setup various and famous production houses which was used by Tamil and Telugu industries.

The Telugu Film Industry is one of the biggest industries, holding a Guinness world record for the largest film production in the world. It produces more than 300 films per year. Compared to other film industries, Tollywood produces more of commercial films as well as amateur and low budget films from the Industry. Most of the filmmakers make their movie with a low budget and tend to release it in fewer theatres and yet manage to get their money back. There are few instances where low budget filmmaker competed with big production houses and gained more profits. There are two reasons behind this, firstly, Industry adopting to the newer technologies sooner than the other industries and secondly, their marketing strategy, which plays a crucial role in their success. Irrespective of their film cost, they make good profits and get their money back. This is mainly due to their marketing techniques.

### **1.1.1 Film Marketing**

Just like any other product, film too needs some advertising to reach the audience and to let them know that a particular movie exists. This is known as film promotion or film marketing. The distributors after taking the film from its makers will promote the film in their desired ways. The process starts with the distributors watching the film a month before anyone else does. If they like it, then they sketch out ways and means to promote the film by using different promotional techniques. They also will decide what should go into the posters, websites and other means of promotion. And Motion poster is one out of those strategies which was adopted by Telugu film industry in the recent times.

### **1.1.2 Motion Poster**

Movie production started many long years ago and it is a common hobby for everyone in the world. Starting from children to adults, everyone loves to watch movies. Everyone loves movies mainly because it is a source of entertainment to all, a favorite pastime especially for those who need a break from their work. Movies are of many genres like adventure, thrillers, science fiction, comedy, musical etc. Nowadays, it's not about the movie but people are getting excited for first look posters and teasers. And motion poster is one among them which is grabbing attention of every Indian audience.

Moster, or motion poster, could be a high resolve development of a selective film production Affirmed by the movie's film studio. The thought was started and therefore the term created by GeekNation.com. A Moster was projected for hard candy, and released on GeekNation.com. It had been created by Happy Trails Animation's Andy Collen and is planned to tease moviegoers into looking at the film. It's in lightweight of the film's production, highlighting Ellen Page's character, Hayley Stark, bouncing on a lure. It had been approved by hard Candy's studio, Lionsgate. Mosters for Jaws, Planet Terror, Hanna, Saw IV and Angels & Demons were released shortly thenceforth on the location. Most Mosters have a determination of 640 x 426 pixels. On the opposite hand, here and there it should have a larger determination of 1920 x 1280. A section of the vivified distributions what is more highlight Easter eggs specific to the film.

Like-wise, posters need to midway or entirely use components of the primary film promotion it's in perspective of and may merely happen at intervals the notification, it cannot use forefront from the motion picture, should be underneath twenty seconds and should finish with a similar still photograph of the primary notice. They're moreover projected to grant moviegoers a teaser regarding the film. Distinctive movies that have used development film distributions as a remarkable a part of their showcasing fights consolidate currently You See Maine, The Wolverine, the 2013 patch of Carrie, and for the TV game set up yank Horror Story. A film, moreover referred to as a movie or movie, could be a movement of still photos that, once shown on a screen, makes the mind flight of moving photos as a results of the letter of the alphabet marvel. This optical dream causes the event of people to examine inevitable development between separate things seen speedily in movement. A movie is created by capturing nice scenes with a movie camera; by shooting drawings or littler than standard models victimisation customary development methodologies; by technique for CGI and laptop energy; or by a combination of some of these frameworks and different visual effects. "Silver screen" is systematically accustomed counsel the matter of motion photos and filmmaking or to the specialty of filmmaking itself. The modern importance of film is that the claim to fame of reproducing experiences to bestow contemplations, stories, perceptions, estimations, greatness or air through the system of recorded or redid moving photos aboard different military science instigations.

The process of filmmaking is each a workmanship Associate in Nursing and trade. Motion photos were initially recorded onto wrapping that was exhibited through a cine projector onto an enormous screen (in a fashion of speaking, an easy recording strategy). The allotment of CGI-based enhancements incited the employment of leading edge intermediates. Most modern motion photos area unit without delay wholly electronic through the whole technique of creation, dispersal, and presentation from begin to end. Motion photos recorded in basic casing for the foremost half consolidated Associate in Nursing optical sound recording, that could be a wise recording of the talked words, music and distinctive sounds that area unit to run with the photos. It continues running on barely of the film singularly place one thing aside for it and isn't expected. Motion photos area unit social antediluvian rarities created by specific social communities. They mirror those communities, and, on these lines, impact them. Film is assumed to be a basic gem, a wellspring of acclaimed beguilement, and a viable medium for showing or transmission locals. The visual reason of film offers it Associate

in Nursing across the board power of correspondence. One or two of motion photos are ready to be pervasive general attractions by victimisation naming or subtitles to form Associate in nursing elucidation of the dialog into the tongue of the viewer. Some have admonished the film business' glorification of harshness and its sexist treatment of girls. The individual photos that structure a movie area unit referred to as edges. within the thick of projection of normal films, a rotating screen causes intervals of fogginess as every packaging during this manner is affected into position to be expected, nevertheless the viewer doesn't see the interruptions in lightweight of a bearing referred to as consistent quality of vision, whereby the attention holds a visible image for slightly live of a second once the supply has been removed. The angle of development could be a results of a mental result referred to as letter of the alphabet marvel.

The name "film" begins from the method that film was at the start used because the medium for recording and indicating motion photos. Numerous various terms exist for a private film, together with image, flick, moving-picture show, photoplay and flick. The foremost for certain understood term within the us is motion picture, whereas in Europe film is favored. Terms for the sector once all is claimed in done fuse the extra in depth screen, the silver screen, the flicks and film; the latter is habitually used as a chunk of adroit compositions and essential articles, particularly by European researchers. In right time years, the word sheet was as a dependable rule used rather than screen.

Before films, within the starting, early plays and moves had components elementary to film: scripts, sets, costumes, production, course, playacting craftsmen, swarms, storyboards, and scores. Much later, for film hypothesis and feedback, techniques were used like mise en scene (for the foremost half, the whole visual image at anybody time). As a result of the absence of innovation, the moving photos and sounds could not be recorded for replaying with the film.

The enchantment light, most likely created by Christian Huygens in 1650s can be accustomed show action that was refined by distinctive kinds of mechanical slides. Ordinarily, 2 glass slides, one with the stationary little bit of the photograph and therefore the alternative with the half that was to maneuver, would be place one on high of the opposite and foretold along, then the moving slide would be hand-lived up to expectations, either direct or by strategy for a lever or alternative phase. Chromotrope slides, that sent eye-astonishing showcases of dependably athletics theoretic

geometrical cases and shades, were worked by system for a little force and machine wheel that turned a glass plate.

### **1.1.3 Motion Posters in India**

Movie producers have taken another ingenious bounce as so much as advertising their movies. With several of them mistreatment these motion posters instead of continuing with the standard teaser, here are few samples of posters that were a hit with the film buffs:

**PK:** the manufacturers of this film puzzled out the way to get a good deal of attention by showcasing Aamir Khan's virtually clean pic thereon. The poster has Aamir's voiceover asking the viewer what square measure they gazing at and asking if they keep in mind him, as PK. Aamir's look is uncovered once a duster form of feel that is given to the movement endorsement.

**Tamanchey:** As raucous and boisterous as its lead stars Richa Chadda and Nikhil Dwivedi's characters within the film, the publication too is basically lovely in true desi vogue. The endorsement has the 2 performers shooting discharges noticeable all around, whereas their square measure dance hall hearts flicker out of sight.

**Bangistan:** The motion poster of this film that includes Pulkit Samrat and Riteish Deshmukh, sounds like it's straight out of a comic book. It includes the 2 compression a catch appended to explosives connected to them. With a blast sound uncovering the name of the film, it will play a desirable watch.

**Singham Returns:** As animating as his movies, film maker Rohit Shetty has puzzled out the way to stand out enough to be detected with the poster. During this action packed film, performing artist Ajay Devgn's presentation makes for a rare initial read for the film. Rohit showcased 2 movement blurbs on-line and got an honest reaction for it.

**Happy Journey:** movie maker Sachin Kundalkar of Aiyya distinction came up with a motion poster for his up and coming back Sanskrit film Happy Journey. It shows a photograph of a van and therefore the VFXs incorporates the sound of the van beginning. For this easy nonetheless powerful presentation, Sachin same, "The thought was to discharge a motion poster and since our film speaks the reality this fast and painless vision smitten a chord. I enjoyed the manner it created a good deal of interest among fans."

Holiday: The producers of vacation, determined to create a buzz around Akshay's look within the film. Thence the poster started with a visible presentation of Akshay Kumar's character's name, trailed by blazing the date once the primary look would be uncovered. The dim endorsement with a touch of red shading contend against the background of outstanding music did build a buzz among its viewers.

Queen: This computerised motion poster of the film, created really a buzz among film goers, creating them ponder what role Kangana would be taking part in within the film. It enclosed Kangana during a movie industry dance whereas the evergreen track Hungama Ho gaya contend out of sight. A psychoactive mix of hues, trippy music and a few moving footage within the computerised poster ends with Kangana's voiceover locution Jai Mata Di.

#### **1.1.4 Technology**

Technology is the usage and knowledge of tools, techniques, crafts, systems or methods of organization. The word technology comes from the Greek word Technologia. Technology is the process by which humans modify nature to meet their needs and wants. Most people, however, think of technology in terms of its artifacts: computers and softwares etc. Technology includes the entire infrastructure necessary for the design, manufacture, operations and repair of technological artifacts from corporate headquarters and engineering school of manufacturing plants and maintenance facilities

Technology is the study of a particular technological concept, or a collection of techniques, the body of tools and other implements produced by a given society. When the rapidness of development and research is so impressive, it is easy to think about the advantages of modern technology. Nevertheless, some people argue that science can destroy mankind. It is also obvious that we are close to an era where technology is limited only by our imagination.

It can be argued that modern technology makes life easier and more dignified for most of the people. Recent technological developments, including the printing press, telephone and the internet, have lessened physical barriers to communication and allowed humans to interact freely on a global scale. Technology has helped society in the development of advanced economics. Technology used in movies is also growing

day by day. Every new technology is emerging day by day and it is taking the film culture and promotions into next level.

In film technology, Film stock includes direct celluloid, acidic corrosive logical thinking, or polyester base secured with associate degree emulsion containing sensitive chemicals. Nitrate was the primary form of film base accustomed record motion footage; nonetheless as results of its instability, it absolutely was over the long run supplanted by safer materials. Stock widths and therefore the film batches for footage on the reel have had a fashionable history, but most broad business motion footage square measure still shot on (and passed on to theaters) as thirty five metric linear unit prints. initially movie film was shot and foretold at distinctive speeds mistreatment hand-turned cameras and projectors; though a thousand edges for each minute is all around said as a customary quiet pace, examination shows most motion footage were shot between sixteen packaging/s and twenty three edge/s and expected from eighteen edge/s on up (consistently reels enclosed headings on however snappy every scene ought to be shown). Later, once movie film was introduced within the late Nineteen Twenties, a standardized speed was needed for the sound head. Twenty four edges for systematically was picked in lightweight of the manner that it absolutely was the slowest (and so with minimum extravagance) speed with enough sound quality. enhancements since the late nineteenth century be a part of the robotization of cameras – permitting them to record at a solid rate, quiet camera diagram – permitting sound recorded on-set to be usable while not obliging generous "zeppelins" to shut in the camera, the event of a lot of current film stocks and lenses, permitting boss to film in dynamically scale back conditions, and therefore the headway of synchronised sound, permitting sound to be recorded at fully a similar pace as its different action. The sound recording is recorded freely from shooting the film, but for front footage numerous components of the sound recording square measure often recorded within the mea

As a medium, film isn't restricted to motion footage, however conjointly to the advancement of photography. It is used to present a dynamic course of action of still footage as a slideshow. Film has in like manner been joined into sight and sound displays, and regularly is crucial as a key real documentation. In any case, outstanding motion footage have problems with relevance preservation and limit, and therefore the film business is researching numerous choices. Most films on nitrate base are traced onto gift day motion footage. A few of studios have additional shading motion footage through the utilization of allotment specialists. Mechanized frameworks have

furthermore been accustomed restore films, yet the manner that their continued with obsolete nature cycle makes them (beginning 2006) a poor selection for whole deal assurance. The defensive of decaying film stock may be a matter of worry to each film history execs and writers, and to associations roused by guaranteeing that the current things square measure and stay hospitable future times. Protection is taken into account a better sensitivity toward nitrate and single-strip shading films, on account of their high decay rates; exceptionally differentiating motion footage on eudaimonia develops and shading motion footage spared in lightweight of method imbibition prints tend to stay up unfathomably increased, expecting honest to goodness addressing and warehousing.

A couple of motion footage in late decades are recorded victimization basic element development like that used as a chunk of TV era. Gift day electronic camcorders and propelled projectors square measure-gaining ground what is more. These procedures square measure favored by some moviemakers, particularly in lightweight of the manner that footage shot with modernised silver screen will be evaluated and changed with non-straight modifying structures (NLE) while not sitting tight for the film stock to be organized.

### **1.1.5 New Media**

New media is a broad term in media studies that emerged in the later part of the 20<sup>th</sup> century to encompass the amalgamation of traditional media such as film, images, music, spoken and written word, with the interactive power of computer and communications technology and most importantly the internet. There are many promises related to the term. For example, new media hold out a possibility of on-demand access to content anytime, anywhere, on any digital device, as well as interactive user feedback, creative participation and community formation around the media content. Another important promise of new media is the democratization of the creation, publishing, distribution and consumption of the media content. What distinguishes new media from traditional media is the digitizing of content into bits. There is also a dynamic aspect of content production, which can be done in real time.

New media today can be understood as a mix between older cultural conversations for data representation, access, and manipulation and newer conversations of data representation, access, and manipulation. The old data are

representation of visual reality and human experience, and the new data is numerical data. The computer is kept out of the key creative decisions and is delegated to the position of a technician. Eg: In film, software is used in some areas of production and post production.

Computers are a huge speed-up of what were previously manual techniques. Eg: calculators. Dramatically speeding up the execution makes possible previously non-existent representational technique. This also makes possible of many new forms of media art such as interactive multimedia and computer games.

The rate at which New Media technologies are on the rise, directs to the question as to how they have an effect on the media business. In areas such as advertising, innovation come and go, resulting in marketing business development, at a faster pace. Today, the cutting edge technology of Video marketing had entered the film and advertising industry. Digital marketing is a secondary division of traditional marketing and uses contemporary digital channels for the assignment of commodities

The new media industry shares an open association with many market segments in areas such as software, video game design, television, radio and particularly movies, advertising and marketing through which industry seeks to gain from the advantages of two way dialogue with consumers primarily through the internet. The advertising industry has capitalized on the proliferation of the new media with large agencies running multimillion dollar interactive advertising subsidiaries. Interactive websites and kiosks have become popular. Films too are gaining advantage with these new media technologies implementing day by day.

## **1.2 Statement of Research**

"Understanding Motion Poster as an emerging trend in Telugu film promotion".

There are lots of technologies that have been coming up in the field of cinema. Be it for the making of the film or promoting the film. One such trend, which Telugu film industry adopted in recent times, is Motion poster. The researcher wants to understand the motion poster as an emerging trend in Telugu film promotions.

## **1.3 Objectives**

The researcher through this research aims at throwing light on Motion poster technology, which have not been dealt with previously. These areas include:

- Understanding how the motion poster is made

- Understanding the motion given to it
- Understanding the color used in it
- Understanding the effects used for motion poster.

#### **1.4 Significance of the Study**

The researcher intends to establish motion posters as an innovative and strategic tool to promote films. This research is significant as it is the first of its kind in the area of motion posters.

Film makers in their upcoming films can adopt this trend of motion posters for their effective promotions. As this research lays emphasis on motion posters and its advantages it proves to be helpful for filmmakers.

#### **1.5 Research Design**

The researcher has used Qualitative Research Methodology. Qualitative analysis focuses on analysis instead of anything. It doesn't study the impact or effects of happenings. It rather lays stress on why the event happened, reasons behind the events, however did it occur, what were the implications etc. Qualitative analysis doesn't agitate numbers. It cannot be quantified. It makes use of intensive review of literature to support its topic. It always doesn't check a hypothesis still. Qualitative analysis aims at understanding aspects of social life. Qualitative analysis generates hypothesis, which may be tested by Quantitative analysis. A Qualitative analysis is conducted to grasp the attitude of the final public, to grasp phenomena or to grasp a method.

Some tools of Qualitative analysis that the researcher has embraced are: Focus group Discussion, Expert Interviews and analyzing the posters.

#### **1.6 Limitations**

A research of this nature cannot be carried out without some difficulties; some of the limitations will be:

- Time period of the research
- Travelling to look at ethnic response
- Available literature.
- The region which is geographically large
- Collection of adequate sample

### **1.7 Further Scope for Research**

- More posters can be looked at to understand it in more better way
- Quantitative analysis could have done to understand the effectiveness and Impact
- The research can be expanded to other language films too.

## Chapter 2

### REVIEW OF LITERATURE

In an article 'Film Education', they talk about how a film has to be marketed, the steps to be followed while marketing a film and various promotional strategies one needs to take up. (Touching Void, 2003)

An article by Sheri Candler called, "How to succeed as an independent filmmaker", says how the independent market has changed in last five years and how one could use social media as a marketing tool. He also mentions how indie filmmakers make money.

In another article published by MICA, the evolution of film marketing, different strategies that a filmmaker can follow, marketing mix, promotional mix, direct marketing, merchandising etc, have been discussed. (Shinde, 2013)

An article Independent film distribution tips, a guiding factor, tells about how to find an independent film distributor and how to make self-distribution. Many key points also have been added that could help indie filmmakers.

How to sell a movie online and various marketing techniques have been talked about in an article called 'Selling Movies'. It also talks about how few films have been marketed using few tricks and that merchandising is also an important aspect for a film promotion. (Moat, 2003)

John Belton in 1993 has written an article, 'Film technology and the public'. He talks about the technologies that supported cinema so far. He says that the sciences of optics, Physics, photo chemistry and acoustics as well as the technologies of mechanical and electrical engineering did not just facilitate the development of the cinema but also provided the material foundation for the creation of it. The author also talks about Film technology which is made evident for most of us only in the form of certain instances of spectacular display, such as the special effects found in science fiction films or the wonderful celebrations of technology that crop up in films which introduce revolutionary formats such as sound, color, 3-D, or widescreen. (Belton, 1993)

An article on 'Movie advertising and stock market evaluation of studios' written by Amit M Joshi and Dominique M. Hanssens has given the statics of US film market in 2006 and talks about the box office receipts in the country. These authors say that, the Incredible alone, film industry receipts crossed \$9.4 billion in 2006, in 2004 was trailed by an increment of \$3.59 (about making it a standout amongst the best years in its 10%) in its stock cost in one day, pushing the stock 100-year history. The business has become relentless and has had mostastounding ever esteem. (Hanssens, 2009)

On the other hand, in the course of recent decades, regarding participation, Forbes.com has reported that the business disappointment of development and in addition item speculation. As indicated by Treasure Planet, a \$140-million has highlight that the Motion Picture Association of America (MPAA) and opened with just \$16 million which made Disney to bring down the normal showcasing expense of another highlight film in its 2002 income gauges (Ackman 2002), and the \$34.5 million for the year 2006.

The article 'Film in India' written by Jack Howard talks about the amount of films being made in India and why they still are not so famous in the world. The author raises the point that total Indian production runs on about two thirds of U. S. production, twice as much as Japan, two and one-half times that of France, and more than five times Italian production. It has exceeded United Kingdom production since 1925. Yet the Western world knows little about the nearly 3,000 features a year that pour out of 60 studios located in Bombay, Madras, Calcutta, and a few other cities. Reasons behind this are the language barriers as well as the production standards along with limited export of Indian films to Pakistan, Burma, Ceylon, and Malaya, although one or two films have been seen in Britain and the United States. (Howard, 1952)

In a book review 'The Silent Screen: German Film Posters from the Central Saint Martin's Museum & Study Collection' Mr. Richard Koszarski talks about the posters that German films designed. The author says that the posters in silent era has depicted more modernity than what actually the film shows. He gives us the examples of Caligiri and Metropolis. The author also mentions that there are not very many of these well-known pictures here. Rather, and maybe as a cognizant choice from the first gatherer, expressionist symbolism strives with photograph composition, ordinary illustration, and an enigmatically premodern style that re- calls the work of such early posterists as the Beggar staffs. The gathering was not amassed to record a progression of masterful highpoints, yet to propose the scope of configuration arrangements then

being worked out in a state still cut off by bar from British, French and American impacts. Appropriately, the gathering is said to contain a full scope of promoting representation for these movies, for example, screening welcomes, battle books, handbills and so forth, including the work of such fashioners as Jupp Wiertz and Stahl-Arpke. The capacity to study one of these battles inside and out would appear to be a significant quality of this collection, however shockingly none of this "ephemera" is incorporated here. (Koszarski, 1999)

In the journal 'The emergence of digital cinema', author Roger B. Wyatt talks about the changes in cinema. He says that the interplay of the technology and culture is the reason behind this transformation. Like common dialect and math, moving pictures are typical manifestations of thought. "The image is the fundamental instrument of thought; the individuals who make new images - specialists, researchers, artists, scholars - are the individuals who, by issuing us new instruments to think with, issue us new ranges to investigate in our thinking."<sup>3</sup> Each image framework has been predominant in a particular space of learning. Regular dialect commands in the sociologies and humanities, math in science, and pictures in human expressions. Under states of data over-burden, these typical frameworks associate with one another, intersection discipline limits in new and exceptional ways. Logical visualization is a for example. By showing numerical information, the most widely used language of science, in the setting of pictorial representation, the patois of expressions of the human experience, an inventive and exceptionally powerful method for conveying information develops. The new typical frameworks of the data age, and their method for creation, are being developed in the zone of collaboration where workmanship, science, and logic consolidation. In the paper the author also talks about the definition of digital cinema, what is digital cinema, the aesthetics and the technological developments of it, contours of digital cinema and how software's are implied to make digital cinema and ends the paper by discussing the outcomes of digital cinema. (Wyatt, 1999)

An article called "Can good marketing carry a bad product? Evidence from the motion picture industry" authored by Thorsten Hennig-Thurau, Mark B. Houston and Shrihari Sridhar, says that, "We examine the relative roles of marketing actions and product quality in determining commercial success. Using the motion picture context, in which product quality is difficult for consumers to anticipate and information on product success is available for different points in time, we model the effects of studio

actions and movie quality on a movie's sales during different phases of its theatrical run". For a sample, they have taken 331 recent motion pictures for their research.

Through their research they say that producing a quality product simply is not a sufficient condition for success; marketing activities also are needed to inform and influence customers. However, some consumer advocates argue that marketers misuse this influence in messages that manipulate consumers by creating demand for unnecessary or harmful products or provide misleading information that dupes consumers into buying products of poor quality. The latter part of this concern relates to information asymmetry, which occurs when consumers are at an information deficit relative to producers. The relative importance of quality versus marketing for success is not completely clear, especially when quality signals are hard to verify prior to purchase, but this topic has significant implications for both public policy and managers. (Thorsten Hennig-Thurau, 2006)

Mr. Robert, known as the first picture publicity man, shares his first experience of picture publicity in his article "Beginning of Motion Picture Press Agenting". In the article, he also mentions, "I believe we were the first to start the plan of furnishing the newspapers and magazines with studio items and stories, as well as photographs and cuts of the various actors. At any rate, I know we had a good stiff battle before we could convince the editors that the public would be interested in that sort of news. One after another they saw the light, until now only the practically dead newspapers refuse to recognize the the fact that the public is eager to read screen news". (Cochrane, 2007)

Creative Film Making- a symposium authored by Guy Glover, Peretz W. Johnnes, Robert W. Wagner, Francis Thompson and Lee R. Bobker, talks about breaking out of traditional ways of thinking about the motion picture medium. Mr Guy Glover says that "I have noticed that you cannot, merely by making funds and facilities available, induce experimentation at will, if you haven't the right people for it. Not all even talented film makers have a taste for experiment. If you want it you have to prepare the way by building up or acquiring a group of capable individuals who wish to do it". He also says that if filmmaking needs a revolution or, at least, redefinition of means and ends? So does film viewing and you, who represent the most perceptive kind of audience, are in a position to strike a blow for that revolution, that redefinition. (Guy Glover, 1963)

In the article Digital Media, Artificial Life, and Postclassical Cinema: Condition, Symptom, or a Rhetoric of funding written by Michael Punt talks about the

technological determinism. He says that technological determinism would argue that the popular cinema is driven by new technologies (especially digital media) in a very straightforward way. Digital imaging, for example, has produced special effects and animations that were unimaginable before computer technology, and audiences are attracted to intellectually empty blockbuster films to experience the thrilling spectacle of new technology. Moreover, the organization of the industry from camera control to box office has also been transformed by computer control systems. The author proceeds from an acknowledgment of the way technological change has altered films and the structure of the industry. (Punt, 1998)

“Film Theory for the Digital World: Connecting the Masters to the New Digital Cinema” written by John Andrew Bertonl, talks about the digital work and says that the historical backdrop of true to life workmanship is firmly connected to that ( innovation. Occasionally, innovative changes have power silver screen specialists to reconsider their inventive routines; film scholars and commentators likewise have needed to conform their thoughts appropriately. The advancement of PC innovation in the most recent 30 years has contributed innovative issues with new basic significance. In the early years of film, producers made a discriminatingly worthy move from innovative experimentation to more summed up realistic methodologies, for example, show and narrative. Specialized accomplishment was viewed as a substantial piece of the production of fine artistic workmanship. Presently, nonetheless, innovative experimentation in silver screen is regularly described not as an intends to a commendable end but rather as a stunning, yet relevantly purge, way to deal with picture making. Notwithstanding the amount of substance exists in a high-innovation film piece, this same feedback is connected. In these cases, the pictures are dazzling to the point that pundits are blinded to the substance and acknowledge or reject the piece insane. The inventive character of computerized pictures brings a few pieces recognition, notwithstanding when they contain almost no reasonable data. By complexity, numerous works that do contain true to life substance are dismisses because high innovation is accepted to show low substance. This is the basic bay between the customarily specialized and the generally imaginative. Every school of thought must better comprehend the other before important feedback of computerized film can happen. There must be a developing basic concern with how advanced pictures are

utilized imaginatively, paying little heed to the degree to which new processing innovation is connected to the genuine imaging procedure. (John Andrew Berton, 1990)

“History of cinema advertisement in Chennai, an article authored by Preminda Jacob, talks about the history of Tamil cinema and how the advertisement came into existence and how they used to make banners. She says that Banners and cutouts advertising the latest films first appeared on the streets of Chennai in the 1940s. Through interviews with banner artists, I was able to approximate an oral history of the profession. A majority of the artists claimed they were from Hindu artisanal communities that had, for generations, been engaged in traditional art practices such as jewellery crafting or sculpting in wood, stone and ivory. As a means of adapting their artistic skills to a modern, urban context so as to continue to earn a livelihood in the arts, these communities of artists had, in the first decades of the twentieth century, taken to painting backdrops and sets for local theatrical troupes and designing sarni patarn (images of deities) for a burgeoning commercial printing industry. When the Tamil film industry in Chennai became established in the mid -1930s, these artists transferred their newly acquired painterly abilities - the rapid evocation of convincing illusions of three dimensions and the use of intense, saturated colour schemes - to the creation of cinema advertisements. Some artists, however, insisted that banner painting was dissociated from the traditional caste -based occupations. Instead, as is typical of the modern artist, these individuals claimed that they ventured into the field because they possessed aaruvarn (aptitude) for art. Whatever their mode of entry into the profession, my interviewees concurred that talent or aptitude remained the key ingredient for success in the field. (Jacob P. , 2008)

Kimberly wrote another article “Internet and the contemporary Entertainment”. In it, he talks about how the internet is used to advertise films and how it is started in Hollywood. He says that like cable television, the development of the Web presented unique challenges to the film industry, some antagonistic but many synergistic. Though the Web has been, until recently, an unproven venue for large-scale entertainment possibilities, both Hollywood studios and start-up production companies initially faced the difficult task of learning how to harness the Internet's potential for corporate world that has increasingly emphasized the interaction of media forms with cinema. Because the Internet's graphic and aural capabilities have been available to the mass public only since 1993, Hollywood studios have faced a number of difficulties using the medium as a venue for advertising and for presenting film-based entertainment. At first, the

Internet acted as "a new means of preaching to the converted," since most Web sites for films attracted those most likely to see the film anyway ("Film Websites"). Pop-up advertisement boxes and banners accessed through other Web sites were rarely effective, even in promoting films. In 2001, Seth Leveso Vice President of Sales for Atom Films, a Web site that offered access to consumer-created short films claimed that pop-up advertisements for films were failing because "users don't want normal, in-your-face advertising. It has to be part of the entertainment experience, not some annoying flashing banner. It can't be an interruption or an intrusion". While nearly 60 percent of households in the United States in late 2001 had online access, only 13 percent of them had high-speed or broadband connections. For intensive-graphic-laden pages (including most Web sites for feature films), few users could download image, video, and audio files quickly or efficiently. For those who had high-speed connections available at work, video streaming was indeed possible. (OWCZARSKI, 2007)

Preminda Jacob who has written a book titled *Celluloid Deities*. This book deals with the visual culture of cinema and politics in India. The book as she says in the interview deal with the phenomenon of giant posters of cinema. She says that these making of giant posters was not considered as art at all. However there was a time when the parameters of fine arts were questioned and even the street art like the poster making and cut-out building work were also considered a type of art. During an interview with Manil Suri about the book, she shares very much about the tradition of cinema posters in south India and particularly in Chennai. The cut-outs and banners were very much hero centric and they were not enigmatic. The posters then were very obvious and clear and there was nothing mysterious and hidden in such posters. The hero was given much importance in those days and even the heroine of the film and other artists did not get any coverage in these posters and cut outs.

Before the technology invaded the promotion strategies of films, the film promotion was very much dependent upon the enormous billboard paintings and cut-outs. Various artists and also interested apprentices used to form teams and work days and nights to make a mega portrait of the hero in the film. Cut-out-posters used to be the trend in the early 1990s. In every city square was adored with the tall cut-outs. They were not however mere cut-outs or posters by they reflected the then contemporary art in India. In the city of Chennai, the gigantic billboards and cut-outs featured portraits of the heroes from the cini field. Such giant cut-outs and huge images were not only

restricted to cinema but it was also extended to politics. The artists used to take a small image and enlarge the image to fit the huge cutout. However there was also another method by which the negatives were projected and the projected image was painted. These artists had to paint the images at the rapid rate and they used some excellent techniques that were used by the famous artist Thomas Eakins.

Besides the business interests, there were also artists who were committed to the art form. This flourishing art industry was almost annihilated with the arrival of the technology. However whatever the technology we use today, the effect that was created by the 100feet long and 20 feet high cut-outs cannot be replicated. There was a lot of creativity and imagination work that went in in creating the images. Multinational companies were the first ones to use the flex banners and cinema, which is always looking for the new has replaced the giant posters with these, flex banners. (Jacob D. P., 2009)

## Chapter 3

### RESEARCH METHODOLOGY

#### 3.1 Methodology

Methodology in very simple terms can be defined as a systematic process of what the accurate idea is that the researcher is going to carry out in his analysis and study of the paper. This also guides the researcher to involve and be active in his field of study and collect as much relevant information and data as possible that would support his study. The methodology includes interviews with experts from the field and discussions.

#### 3.2 Research

Research is a process that can be understood or explained in many ways. It is a systematic inquiry used to explain, predict, and control the observed phenomenon. Various methods such as deductive and inductive methods are used in research. When the observed phenomenon is analysed and the general structures are, principles are identified, then it becomes inductive reasoning. Deductive reasons, on the other hand, verify hypothesized principles via observation. Explanations are developed through one and the validity of explanation is tested through the other. One thing that we have to pay attention to research is that the heart of the research is not on statistics, but the thinking behind the research. How we really want to find out, how we build arguments about ideas and concepts, and what evidence that we can support to persuade people to accept our arguments. Gall, Borg and Gall (1996) proposed four types of knowledge that research contributed to education as follows:

1. *Description*: Results of research can describe natural or social phenomenon, such as its form, structure, activity, change over time, relationship to other phenomena. The descriptive function of research relies on instrumentation for measurement and observations. The descriptive research results in our understanding of what happened. It sometimes produces statistical information about aspects of education.

2. *Prediction*: Prediction research is intended to predict a phenomenon that will occur at time Y from information at an earlier time X. In educational research, researchers have been engaged in:

- Acquiring knowledge about factors that predict students' success in school and in the world of work
- Identifying students who are likely to be unsuccessful so that prevention programs can be instituted.

3. *Improvement*: This type of research is mainly concerned with the effectiveness of intervention. The research approach includes experimental design and evaluation research.

4. *Explanation*: This type research subsumes the other three: if the researchers are able to explain an educational phenomenon, it means that they can describe, can predict its consequences, and know how to intervene to change those consequences.

There are various purposes of research. Patton (1990) pointed out the importance of identifying the purpose in a research process. He classified four types of research based on different purposes:

5. *Basic Research*: The purpose of this research is to understand and explain, i.e. the research is interested in formulating and testing theoretical construct and propositions that ideally generalize across time and space. This type of research takes the form of a theory that explains the phenomenon under investigation to give its contribution to knowledge. This research is more descriptive in nature exploring what, why and how questions.

6. *Applied Research*: The purpose of this research, is to help people understand the nature of human problems so that human beings can more effectively control their environment. In other words, this type of research pursues potential solutions to human and societal problems. This research is more prescriptive in nature, focusing on how questions.

7. *Evaluation Research* (summative and formative): Evaluation research studies the processes and outcomes aimed at attempted solution. The purpose of formative research is to improve human intervention within specific conditions, such as activities, time, and groups of people; the purpose of summative evaluation is to judge the effectiveness of a program, policy, or product.

8. *Action Research*: Action research aims at solving specific problems within a program, organization, or community. Patton (1990) described that design and data collection in action research tends to be more informal, and the people in the situation are directly involved in gathering information and studying themselves. Dissertation is a piece of writing that is structured and has an argument in response to a central question. It is a very detailed examination of the subject matter. It is developed over various paragraphs and is substantiated. The argument has validation based on the evidence gathered during the research process. Various processes and methods can be used by the researcher to validate his/her argument. Quantitative method involves gathering and organizing data in a quantitative format, which is subsequently subjected to rigorous quantitative analysis. This method is subdivided into inferential, experimental and simulation methods.

Inferential approach to research is to create a database from which relationship between population constituents is assessed. Experimental approach involves controlling the research environment to observe effects of certain conditions on a given population. In a simulation research, an artificial environment is created wherein data can be assembled and conclusions can be drawn.

Qualitative methods produce information only on the particular cases studied, and any more general conclusions are only hypotheses. Quantitative methods can be used to verify which of such hypotheses are true. The majority tendency throughout the history of social science, however, is to use eclectic approaches-by combining both methods. Qualitative methods might be used to understand the meaning of the conclusions produced by quantitative methods. Using quantitative methods, it is possible to give precise and testable expression to qualitative ideas. This combination of quantitative and qualitative data gathering is often referred to as mixed-methods research. Multi methodology or multi method research includes the use of more than one method of data collection or research in a research study or set of related studies and mixed methods research is more specific in that it includes the mixing of qualitative and quantitative data, methods, methodologies, and/or paradigms in a research study or set of related studies. One could argue that mixed methods research is a special case of multi method research.

All of these approaches to professional and academic research emphasize that single method research can be improved through the use of multiple data, methods,

methodologies, perspectives, standpoints, and paradigms. Qualitative research is a method of inquiry employed in many different academic disciplines, traditionally in the social sciences, but also in market research and further contexts. Qualitative researchers aim to gather an in-depth understanding of human behaviour and the reasons that govern such behaviour. The qualitative method investigates the why and how of decision making, not just what, where, when. There are various methods under qualitative research that provides a greater understanding of the study. Some of these are Expert Interviews, Focus group discussion and Content Analysis. Expert interview is a tool used in a qualitative research as a method of sharing knowledge. It was spoken about by Neill McKee and Dr Hermann Tillman and Dr Maria Salas in their manual titled *Visualization in Participatory Programs Manual* published in 1993. This method is ideal as it encourages those who have a vast knowledge in the required field to share their knowledge in a relaxed and informal setting and encourages greater participation.

Focus group discussion is a method of assessing and gathering semistructured data wherein a selected set of participants who have been nominated based on certain parameters meet to confer on issues and concerns related to a particular topic and based on a set of themes chosen by the researcher. This technique was initially developed to give researchers a better understanding of their surveys and this is shown to be a cost effective technique for gathering and understanding topics and phenomena.

#### *Content analysis*

It is an efficient way to explore the content of media. Methodical procedure devised to look at the content of recorded material. Research skill for assembling replicable and relevant references from data to their context. Content analysis is a technique of analyzing and studying communication in an organized, objective and quantitative method for the function of measuring variables. Content to be analyzed is selected according to predetermined rules, coding and analysis also be uniform.

#### *Comparative analysis*

The technique of listing case varieties by potential variable combinations assist with case choice by creating investigators aware to all doable case varieties that might have to be investigated, at a minimum, if they exist, so as to check an exact hypothesis or to derive new inferences from an existing knowledge set.

Comparative analysis, simply put, is that the act of examination two or additional things with a read to discovering one thing concerning one or all of the items being compared. This system usually utilizes multiple disciplines in one study. Once it involves methodology, the bulk agreement is that there's no methodology peculiar to comparative analysis the multidisciplinary approach is nice for the flexibleness it offers, however comparative programs do have a case to answer against the decision that their analysis lacks a "seamless whole".

The area unit actually provides much more common units than others in comparative studies, however. Measure is far additional often pursued than qualitative, and this is often seen by the bulk of comparative studies that use quantitative knowledge.

### **3.3 The importance of research**

The purpose of analysis is to notify action. Thus, the study ought to request to contextualize its findings among the larger body of analysis. Analysis should always be top quality so as to provide information that's applicable outside of the analysis setting with implications that transcend the cluster that has participated within the analysis. Moreover, the results of the study must have implications for policy and project implementation. Thus, as researchers, it's essential to require steps to beat the barriers.

In Research Methodology, researcher constantly tries to look for the given problem systematically in our own way and discover out all the answers till the end. If study does not work systematically on problem, there would be fewer prospects to find out the ultimate result. For discovering or pondering study questions, an investigator faces lot of troubles with the intention that can be effectively resolved with using correct research.

### **3.4 Rationale**

The researcher aims to understand and analyze 8 different motion posters taken according to the month of its release. The researcher has taken each motion poster from the month of December 2014 to July 2015.

A thorough analysis will be done to understand the study and understand if the future lies in Motion Poster and is it really the new tool of Telugu film promotion.

Researcher will also be doing a content analysis on the chosen eight movie posters from Tollywood (Telugu). The researcher will also conduct a focus group discussion based on the topic with five people who have a communication background and work experience. The researcher will also have an in-depth interview with about two to three experts from the industry which would have topics covered that would form an important part of the study. For this research, the researcher will be conducting an interview with a professional poster maker, VFX artists and a Tollywood celebrity. These interviews will help the researcher get different perspectives on this topic and also gain knowledge which will help in a better understanding of the topic in the future and the respondent will have sufficient time to develop and give substantial responses from his or her point of view without the third party influence.

### **3.5 Parameters using**

- The researcher will analyze the motion posters based on following parameters.
- Number of characters in the poster
- Position of the prominent characters in the poster
- Emotion of the characters in the poster
- Color dominance in the poster. Dark/light
- Position of the movie title and the effect given to it
- Camera angle used to reveal the poster
- Music and sound effects used to the poster.

### **3.6 Theoretical framework**

The researcher has applied the Diffusion of innovation theory to boost up the dissertation paper. Edward Everett Rogers proposed this theory in 1962.

Diffusion of innovation theory is the oldest social science theory, which talks about how an idea can gain strength and can be put forward through a specific population or social system. A new idea or product will be the end result. Adopting mean that the person should do something differently than the previous one. Be it any work the person should perceive the product, behavior or a new innovation. Only then the diffusion happens.

The adopters are classified into different categories

**Innovators:** Innovators are the one who first try the innovation before anyone does it.

**Early Adopters:** Early adopters are the one who are aware about the idea or the product and adopt it after the innovators does it. They are more like opinion leaders.

**Early Majority:** These are the people who are aware of the innovation but only try it when they get to know whether it is working or not, whether it is suitable for them or not. No one can convince them to change.

**Late Majority:** These are the people who know about the innovation happening around them but want to try it only after majority does it. They rely only on the success rate and then they adopt the idea.

**Laggards:** Laggards are very conservative and lazy. They are completely unaware of the idea or the innovation happening in the society. They are very late in adopting them. Sometimes they need pressure from people to adopt the innovation.

The Telugu film industry can be considered under early adopter category since it has adopted the technology very quickly than any other industry in India. It all started with the big budget movies and top heroes of the industry having a motion poster for their film. Now there is no barrier for it. Starting from small budget to big budgeted and famous actors to infamous actors are using these motion posters.

According to the information researcher has collected there is no proper mention anywhere which film has come up with the first motion poster technology. But from the interviews the researcher has done he got to know that the release of hard candy film for which the Geek nation created first motion poster in the world was released on April 14 2006. Whereas the film Chandramukhi which got released in both Tamil and Telugu has also created a motion poster and the film had its release on April 13 2005, which is a way earlier than hard candy has got its release. Even though there is no authentic information about the first motion poster, Geek nation claims that they bought this technology into the world. So, rather calling that Indian film industry, especially the Telugu film industry as an innovator it falls under early early adopter category. When the researcher says that the industry is an early adopter of technology it has all the below elements.

- Technology focused
- Evolutionary change
- Visionary users
- Willing to take risks

- Willing to experiment
- Individually self-sufficient.

If we take the Telugu film industry alone, this theory application can be in a different way. All the big heroes who usually acts in a big budgeted films which has atleast a 50 cr market will fall under the innovators category. Because they are the one who bought this trend into industry. After seeing the technology the young heroes who always follow and imitate their senior actors have adopted the technology from them. Low budget films and the amateur filmmakers who are least interested in marketing their film and who run out of their budget before marketing their film can be considered as laggards.

## Chapter 4

### Findings & Analysis

#### 4.1 Understanding of Camera angles and movements

When a camera angle is placed the length of the shot is very important. There are five basic shots based on the length.

**4.1.1 Extreme long shot:** Extreme long shot is also called as establishing shot. Very less details are seen in this type of shot. Extreme long is used normally for exterior shots like buildings, landscapes etc. This shot will be taken as longer as possible. Mostly, it is used as the opening shot in movies.

**4.1.2 Long shot:** Long shot is used to show a particular object or a person completely. This shot is also known as full shot. If the camera is focused on a human body and if it covers from head to toe then that shot is said to be a long shot.

**4.1.3 Medium shot:** Medium shot is also called as mid shot. It is used to show any action or details in the scene. This shot usually cover till knees and mid waist. Filmmakers use this shot to show the dialogue delivery of a person too.

**4.1.4 Close-up:** This shot concentrates on a particular detail and the background is given very less priority. Filmmakers use this shot to capture the expressions of a person or to capture the details of an object. Zoom lens is usually used to get this kind of shots.

**4.1.5 Extreme Close-up:** This shot is the extreme version of a close-up shot. It intensifies beyond the human eye. This shot is used in showing the beauty of eyes, lips etc.. If the filmmaker wants to show some dramatic effect then he will use extreme close up shot.

When a motion is given to the camera shot then they are called camera movements.

When a motion is given to the camera shot with some cuts, then it will become a scene.

There are 3 basic camera movements.

**Pan:** A pan is a movement, which is given horizontally. There are again two types of pans.

**Pan left:** pan left is a horizontal movement given from left to the right side by choosing an object

Pan right: pan right is a horizontal movement given from right side to the left.

**4.1.6 Tilt:** tilt is also a camera movement, which is similar to pan, but it is given vertically to an object. Just like pan, tilt is also of two types.

Tilt up: tilt up is a vertical movement given from top to bottom to an object

Tilt down: tilt down is a vertical movement given from bottom to the top by choosing a particular object or for a person.

## **4.2 Understanding the colour**

Colours are classified into light and dark based on their intensity. They are also classified into warm and cool colours. There are primary colors and secondary colors and there is a psychology, which goes into each of the color.

**4.2.1 White:** Colour white is the brightest colors among all colours. It resembles peace, purity and perfection. It also conveys innocence and completeness.

**4.2.2 Red:** Red comes under the dark category in colours because of its less intensity and is also called as warm colour. Red is considered to be one of the brightest and powerful colours among others. The colour denotes energy, leadership qualities and it is also used to express love.

**4.2.3 Orange:** The color orange would be considered as the warm colour. Orange resembles cheerfulness. The color psychology of orange is optimistic and rejuvenating. Orange give a positive outlook to the life.

**4.2.4 Yellow:** Yellow comes under the light category in colours because of its high intensity. Yellow is considered to be pure and resembles intellect, optimistic and cheerful. It also resembles hope, knowledge, illuminating etc.

**4.2.5 Green:** colour green comes under light category. It has got high intensity. This particular color resembles growth. It gives a positive impression and good balancer of emotions according to color psychology.

**4.2.6 Blue:** Blue is considered as the dark colour and harsh colour. It has got low intensity. This colour resembles honesty, sincere, quiet and trustworthy. According to color psychology blue is reliable and responsible.

**4.2.7 Black:** Black is nothing but the absence of light. The color black will be considered as the dark color. According to colour psychology, Black resembles secretiveness, hiding, and bad, negative. Black also gives a perception of seriousness.

### **4.3 Understanding Depth of field**

Depth of field is a concept, which is highly used in photography. It is the amount of distance between the background and the foreground object that appears on a photograph. For a clear understanding it is also said that the subject which we desire to be in focus and which is not, mostly either the foreground or background will be given out of focus then the depth will be created. Not just photography, but depth of field is also used in creating 3D and 2D designs. If we take a live example; the houses near to us looks in focus and farther one in out of focus which creates the depth and helps us to differentiate near and far. In movies, the directors use the same concept to create an illusion of depth. The other reason the film directors use this depth of field is to grab the attention on to the object they wanted us to and rest will be put in out of focus. In designing, if the objects behind a person are kept in out of focus then it will create a 2D depth with the help of depth of field. In the photography, setting up the aperture creates the depth of field by focusing the objects we want and out of focusing which we don't want. In designing, mostly in Photoshop, if we take an image and select the part, which we don't want in focus and apply lens blur. There are softwares which create 2D shallow depth like After effects etc.

### **4.4 Understanding of Softwares**

There are two major software motion poster can be created. Photoshop and after effects. Both the softwares are basic softwares that can be used for making motion poster.

**4.4.1 Photoshop:** Adobe Photoshop is a professional image editing software package that can be used by experts. It is one of the most powerful image modification programs in the market today. It is widely used throughout the world, and has shown its handiwork to the public through altered photos of famous people. It is so dominant that when we notice an image being altered, we say it has been photoshopped. It embraced by millions of graphic artists, print designers, visual communicators and common people. It is likely that nearly every picture that we have seen as poster, book covers, magazine pictures and brochures has either been created or edited by photoshop. The powerful tools used to enhance and edit these pictures can also be used in the digital world.

Photoshop can enhance colours. As the years pass by, colors on the traditional paper will begin to fade. And as they fade, it decreases the clarity of the contents of the photo. If one does not like the original color in the picture, it can be altered using photoshop. The software can change the backgrounds. If the background does not appear attractive, photoshop has a tool that can change the background. It also can create tricks. Deceitful yet wonderful tricks can be applied to the photos. A person who clicked a photo in a normal garden can be cropped and placed near Tajmahal. There are more such things and are included in the tools and are done using the feature of photoshop.

Photoshop can be used to make old photos look new. And there are features that can spoil a good photograph too. It is a fact that there is a rapidly increasing population using the internet every day. Many tasks can be done online like storing and disseminating information, doing business and marketing and communicating with other people. It is very much helpful to have software like photoshop to create wonders.

Photoshop is used not just to manipulate photos etc. It can be helpful to create posters, flyers, brochures, magazines, newspapers, books and a simple animation can also be done here. Photoshop can be one of the softwares to make motion posters. This software is used to cut the image in its shape accordingly and import them directly to the after effects software to give the motion.

**4.4.2 After effects:** Adobe after effects is professional software, which is used to create motion graphics and visual effects used by video editors. This software is also used in compositing 2D, 3D effects and animation with the help of inbuilt plugins and features. This software works on layer concept where each element can be placed in each layer and can work comfortably. There are different panels like timeline, tools, workspace, effects panel etc that helps in avoiding confusion while working.

This industry standard level software uses similar workflow of basic editing software. The major work that can be done through this software is to create visual effects. There are inbuilt plugins like fire, thunder rain and explosions etc. There are other softwares like Nuke, Fusion. Combustion etc., which can do similar work what after effects, does but compared to all these softwares after effects is less complicated.

Even though After Effects does give us a chance to perform most basic altering undertakings, its genuine object is to make very advanced version of effects and composites instead of simply cutting shots together and re arranging it. Regularly, we would do the main part of our editing work in an application; for example, Premiere

Pro and utilization After Effects to deal with littler areas of the feature that needs advanced tools. To use after effects,one needs lot of creative energy.

#### 4.5 Mukunda



Figure 1: Mukunda motion poster

The film Mukunda, Directed by Srikanth Addala was released on December 23<sup>rd</sup> 2014. This Drama revolves around the lead actor Varun Tej who challenges the domination of Municipal Chairman and how he inspires everyone around him. This particular Motion Poster consists of background artists and prominence is given mainly on the lead role. The character is seen in action playing with the mud. The mud and droplets of mud were shown with the 3D depth. The protagonist's face is seen as a little angry. The poster starts with a close-up shot of the knee and tilts up to the head slowly revealing the character then zooms out into a mid-shot. The position of the movie title is placed on the center right side with a wipe-in effect. At the end of the title, a lens flare effect is added. A white bokeh effect is also given all over the poster with a less opacity. Light brown color dominates this particular Motion Poster. A signature music, which was used in the movie, has been used as a BGM for the poster.

#### 4.6 Gopala Gopala



*Figure 2: Gopala Gopala Motion Poster*

Gopala Gopala is a satirical drama directed by Kishore Kumar. The film was released on 10<sup>th</sup> January 2015. The story revolves around Gopal Rao (Venkatesh), an atheist who sues god under act of god after losing his Idol shop in an earthquake. All the religious organizations revolt against him and lord Krishna (Pawan Kalyan) visits him as his human guide and supports him. In the above Motion Poster there are only two characters. The first character is seen laying on a swing with his hand supporting his head. The second character is standing behind him imitating the same. Both the characters have a happy emotion. This Motion Poster starts with a zoom out by slowly revealing the first character and ends with a long shot. Then comes the second character from left side. The swing is given a slight movement. Title of the movie is placed on the center right side of the poster with a wipe in effect. Before the title effect a heavy beam of lens flare has been used. Sparkles are heavily used in the background giving a line art effect for Mayur Pankh which resembles lord Krishna. A mix of dark green, light blue and yellow are dominating colors in the poster. A mix of flute and bells sound is used as background music.

#### **4.7 Temper**



*Figure 3: Temper motion poster*

Temper is an action packed commercial film directed by Puri Jagannath. It had its initial release on 13<sup>th</sup> February 2015. The film is about Daya (NTR jr), a corrupted police officer who gets transferred to Vizag and gets involved with a local crook. When his girlfriend (Kajal Agarwal) gets kidnapped, he goes to war with those crooks. In this particular Motion Poster, there are two characters Involved. One is the girl looking towards his man and Vice-versa. Both the characters are placed in the center and has a joyful emotion. The motion starts with a zoom out and linear wipe in of the Heroine character followed by Heroes and ends with a long shot. There is a movement of water

in the backdrop and a slight movement of both the characters legs. The position of the movie title is on the center right and is given a wipe in effect with an added lens flare effect at the end. Smoke effect is given in the backdrop which has a very slow movement which gives a feel that clouds are moving. Beatboxing is used as background music with added whoosh effect.

#### 4.8 Yevade Subramanyam



*Figure 4: Yevade Subramanyam motion poster*

The film 'Yevade Subramanyam' is an adventure film directed by Nag Ashwin. It was released on 21<sup>st</sup> March 2015. The story revolves around Subramanyam (Nani), a corporate man who sets out on a journey to Doodh Kashi for self -discovery. In the above Motion Poster there are three characters. The first two characters are sitting on the steps and one is supporting his head with his hand. The second character is seen smoking up. The third character is sitting inside the temple staring at the first character. All the three characters have a sad emotion on their face. This Motion Poster starts with a track shot of each and every art piece from the top of the temple. It zooms out by slowly revealing the first character and ends up with a long shot. The bell in the temple is given a slight motion of swing. Title of the movie is placed after the Motion Poster ends at the center of the screen with a fade in effect. Lighting is heavily used to highlight the sculpture on the temple and a red highlighter is used where ever the red color persist. Especially the Tilaka of Sadhus. A mix of dark brown and light brown are dominating colors in the poster. 3D depth is seen clearly for the temple, characters and objects. Theme music of the film is used as the BGM for this Motion Poster.

#### 4.9 S/O Satyamurthy



Figure 5: S/O Satyamurthy motion poster

The film ‘S/O Satyamurthy’ is a family drama directed by Trivikram. It was released on 9<sup>th</sup> April 2015. The story revolves around Viraj Anand (Allu Arjun), son of a billionaire businessman. How he goes to great lengths to keep his father’s values after his death is the plot. In this Motion Poster there is only one character. The position of the character is seen running happily holding garlands and a chunk of books. Character in this poster has a happy emotion on his face. This Motion Poster starts by zooming out from the logo of production house and slowly revealing the protagonist by giving a slow wobble movement at the close-up shot of the character and ends with a long shot. The garlands which the protagonist is holding and the twigs which are used as a background decoration were given a swing movement. Title of the movie is placed at the bottom right side and was given a fade in effect. White bokeh has been used throughout the poster and was given a random movement. White is the dominating color as well as pink is also eye catching. Theme music of the film is used as the BGM for this Motion Poster and whoosh sounds were given to the title.

#### 4.10 Mosagallaku Mosagadu



Figure 6: Mosagallaku Mosagadu motion poster

The film 'Mosagallaku Mosagadu' is a crime comedy directed by Bose Nelluri. It was released on 22<sup>nd</sup> May 2015. The plot of the movie revolves around a scammer (Sudheer Babu), who is assigned a task to steal some Idols. He will come across a dreaded smuggler. How he gets out of the problem is the story. In the above Motion Poster there is only one character. The position of the character is sitting on a chair holding a cigarette on his right hand. Character in this poster has a angry emotion on his face. This Motion Poster starts by zooming out with a mention of production house title and slowly revealing the protagonist character and ends with a long shot. The background was given a ripple effect and the land with mirage effect. Title of the movie is placed at the center left side and was given a vertical drift effect. Dust effect has been used throughout the poster. A flying movement is given to the flags in the foreground part which created depth. Light brown is the dominating color as well as red. Theme music of the film is used as the BGM for this Motion Poster and whoosh sounds along with horse running were given.

#### 4.11 Asura



*Figure 7: Asura motion poster*

The film 'Asura' is a Thriller directed by Krishna Vijay. It was released on 5<sup>th</sup> June 2015. The plot of the movie revolves around a strict jailer (Nara Rohit) and a prisoner. The prisoner tries to escape from the jail and how jailer outwits him is the story. The position of the character is standing in the background. Character in this poster has an angry emotion on his face. This Motion Poster starts with a light flickering effect on the face of the character and movie title simultaneously. There are no camera angles and zoom effects. The background is designed on a grunge effect. It is simple and no movement effects were given. Title of the movie is in bull shape and is placed at the center right side and was given a smoke effect from the nostrils. There are no

other effects on the character except the light flickering which reveals the face of a silhouette. Dark color is the dominating color. Asura title song has been used as the BGM for this Motion Poster and gun firing along with sword sounds were given.

#### 4.12 Bahubali



*Figure 8: Bahubali motion poster*

The film 'Bahubali' is an epic-historical fiction directed by S S Rajamouli. It was released on 10<sup>th</sup> July 2015. The plot of the movie revolves around two brothers who fight for the control of a kingdom. The position of the character is standing in the background. Character in this poster has an angry emotion on his face. This Motion Poster starts with a zoom in shot of characters lying which will be in out of focus and in fractions it tilts up to show the Protagonist coming out of a bunch of enemies by killing them. The hand of the character was given a slow motion. Foreground has sparkle effects from where the title wipes in. Title of the movie is placed at the center bottom. There is a motion given to the clouds which looks like they are passing by. Blood spilling effect is given in out of focus which created a greater depth between the prominent character and background. Dark color is the dominating color. Theme music has been used as the BGM for this Motion Poster along with whoosh sound effects for the title.

## Chapter 5

### SIMILARITIES AND DIFFERENCES

Here are the similarities and differences between motion poster and static poster

#### 5.1 Mukunda



Figure 9: Mukunda motion poster



Figure 10: Mukunda static poster

#### Similarities

- Both the posters have protagonist as the prominent character.
- Position of the character is placed on the left side of the poster
- Emotion of the character is happy for both the posters
- The position of movie title is placed on the center right for both the posters.
- Textual information for Motion Poster is placed beneath the title and the same repeated for the static poster too.

## Differences

- Camera angle is different for the Motion Poster and the static poster. In the Motion Poster, the character is shown in a long shot and for static poster it is the mid close-up.
- Color dominance of the Motion Poster is dark compared to static poster. The static poster has more of white as a dominant color.
- 3D depth is missing in any of the elements on the static poster where as in Motion Poster the mud the protagonist is playing has a greater depth.

## 5.2 Gopala Gopala



Figure 11: Gopala Gopala motion poster



Figure 12: Gopala Gopala static poster

## Similarities

- Both the posters have two prominent characters.
- Position of the characters are placed on the left side of the poster.
- Emotion of the characters is happy for both the posters
- The position of movie title is placed on the center right for the Motion Poster and top right for the static one.
- Textual information for Motion Poster is placed beneath the title and the same repeated for the static poster too.
- Background design for both the posters are similar.

- Camera angles used in the posters are Long shot.

### Differences

- Color dominance of the Motion Poster is dark compared to static poster. The static poster has more of yellowish green. The background for the Motion Poster is little glittery compared to static poster because of the sparkle and lighting effect given to it.
- There is an extra content added to the static poster saying “Happy New Year” which is missing in the Motion Poster.
- The textual information in the static poster is given in Telugu where in the Motion poster it was given in English language.

### 5.3 Temper



Figure 13: Temper motion poster



Figure 14: Temper static poster

### Similarities

- Both the posters have two prominent characters.
- Position of the characters are placed on the left side of the poster.
- Emotion of the characters is happy for both the posters

- The position of movie title is placed on the center right for both Motion Poster and static one.
- Background design for both the posters are similar. They show the sky and water (a Beach setup) as the background
- Camera angles used in the posters are Long shot.

### Differences

- Color dominance of the Motion Poster is dark compared to static poster. The static poster has more of light blue where in, the Motion Poster has a dark green. The background for the Motion Poster has little depth compared to static poster.
- There is no content or text information on the Motion Poster apart from the title of the movie. Static poster has a lot of information like the release date, Number of locations, the production house name, Director and the top crew names were mentioned on the poster.

### 5.4 Yevade Subramanyam



Figure 15: Yevade subramanyam motion poster



Figure 16: Yevade subramanyam static poster

### Similarities

- The Motion Poster has 3 characters in it whereas the static has only one
- Position of the protagonist is placed on the right side of the poster.
- Emotion of the characters is sad for both the posters

- The position of movie title is placed on the bottom left for static poster and for Motion Poster there is no title on it.
- Camera angles used in these posters are Long shots.

### Differences

- Color dominance of the Motion Poster is dark compared to static poster. The static poster has more of light blue where in, the Motion Poster has a dark yellow and brown mix. The background for the Motion Poster has a good amount of depth compared to static poster.
- There is no content or text information on the Motion Poster. Static poster has information like the title, audio release date, the production house name, Director and the top crew names were mentioned on the poster.

### 5.5 S/O Satyamurthy



Figure 17: S/O Satyamurthy motion poster



Figure 18: S/O Satyamurthy static poster

### Similarities

- Both the posters have one prominent character.
- Emotion of the characters is happy for both the posters
- Textual information for Motion Poster is placed beneath the title and the same repeated for the static poster too.

- Background design for both the posters are similar. For both the posters twigs and flower decoration is used as a background design
- Color dominance for both the Posters is light.

### Differences

- There is an extra content added to the static poster with the audio release date, venue and time of the launch which is missing in the Motion Poster.
- Camera angle used in the Motion Posters is long shot and a mid-shot for the static poster.
- Position of the characters are placed on the left side of the poster for Motion Poster and right side for the static poster
- The position of movie title is placed on the center left for the static poster and bottom right for the Motion Poster.

### 5.6 Mosagallaku Mosagadu



Figure 19: Mosagallaku Mosagadu motion poster



Figure 20: Mosagallaku mosagadu static poster

### Similarities

- Both the posters have one prominent character.
- Emotion of the characters is angry for both the posters

- Background design for both the posters are similar. For both the posters yellow is the common color used.
- Color dominance for both the Posters is light.
- Camera angle used in both the Posters is long shot.

### Differences

- There is an extra content added to the static poster with the release date, crew names etc. which is missing in the Motion Poster.
- Position of the characters are placed on the right side of the poster for Motion Poster and left side for the static poster
- The position of movie title is placed on the center left for the Motion Poster and center right for the static poster.
- Textual information for static poster is placed beneath the title whereas there is no textual information in static poster.

### 5.7 Asura



Figure 21: Asura motion poster



Figure 22: Asura static poster

### Similarities

- Both the posters have one prominent character.
- Emotion of the characters is angry for both the posters

- Background design for both the posters are similar.
- Color dominance for both the Posters is dark (Black).
- Textual information for both the posters is placed beneath the title.

### Differences

- There is an extra content added to the static poster with the Audio release date.
- The content in the Motion Poster is in English language and for static poster Telugu language.
- Position of the characters are placed on the left side of the poster for Motion Poster and right side for the static poster
- The position of movie title is placed on the center right for the Motion Poster and center left for the static poster.
- Camera angle used in Motion Poster is a mid -shot and for static poster it is long shot.

### 5.8 Bahubali



*Figure 23: Bahubali motion poster*



*Figure 24: Bahubali static poster*

### Similarities

- Both the posters have one prominent character.
- Emotion of the characters is angry for both the posters
- Background design for both the posters is similar.

- Color dominance for both the Posters is dark.
- Position of the characters is placed on the center of the poster for Motion Poster as well as for static poster.
- Camera angle used for both the posters is long shot.

### Differences

- There is no extra content given in the Motion Poster apart from the title.
- Extra content added to the static poster with the production house name, and main crewmembers names.
- The position of movie title is placed on the center bottom for the Motion Poster and bottom left for the static poster.

### 5.9 Focus group discussion

Name	Age	Occupation
Sagar Varma	25	Creative Head, Red Advertising
Hemanth majji	25	Graphic Designer
Uday Kumar	23	Digital content designer
Kalyan Raygalla	22	Communications Student
Vamsi Nerella	22	Communications Student

The answers for the topic Motion Posters in Telugu film promotions were all the same from each person. Through the Focus group discussion, the researcher has got various answers but their stand towards the topic is the same. They all say that there is a lot of change which is happening in the industry, there are lot of new comers, lot of new elements which are coming in. Graphical Elements will always play a dominant role in the industry. Due to the change aspects also, the Motion Poster is booming up because there is motion and the poster is not just static. Lot of graphic, visual elements is more in power in today's trend. The fact is motion poster will definitely draw the attention of people, as it is eye catchy. We see a transition in the field of Cinema; especially Indian Film Industry is on the verge to change its identity and stereotypical nature.

When asked about Static or Motion- they say that it is not about the static or motion, but it is all about the technology. Motion Poster is kind of 3 dimensional effect

given to the poster with an effect of emboss and graphical elements. Lot of young crowd and new directors are giving opportunities to experiment something new.

We cannot use the motion poster as a wallpaper, or as a regular image. If we want to create a poster, to use it for publicity as image file, on any media or on materialistic thing, motion poster is of no use. Motion Poster can be used for a very limited set of films. Actions pictures and similar to this genre might want to use motion poster and it sounds great if the right technique is used for the appropriate movie.

When the researcher asked about the Motion Poster replacing the teasers? Their answer is No, because the impact and information is not properly communicated through Motion Poster. Teasers give proper and perfect information about the cinema; it also reveals a few facts and scenes, which create some kind of interest and enthusiasm in the minds of the viewers.

Posters are released before than Teaser, and these motion posters are very effective when it comes to the level of impact on audience. Static poster does not create much impact and if these visual elements are properly used with graphic elements, a motion poster will surely impress the audience and will draw their attention. The only drawback is, unlike static poster, we can't use it anywhere and paste it on walls or boards.

The group has also raised a point when asked about the future of motion poster they say that Convection of these motion posters in to GIF format files can allow the audience to use them as motion wall papers. And some such technological interventions can make this motion poster more accessible and user centric.

Lot of young film makers are coming into the filed these days, and we see lot of innovative visual elements are also projected and encouraged these days. The trend is growing these days, and we will surely see people (film makers) using such elements to create motion posters and make it more like a visual moment treat. They also raise the point when asked about the future they say that In future, motion poster can be regularly used, in all the movies, we can use these motion posters, like stickers in every apps, and we can use motion posters to create publicity and an impact in the mind of the audience. There is digital divide in Telugu Film Industry, and so, there is no much of penetration of digital information but still uploading on YouTube and so can help us grow and hope for a better graphical presentations.

Giphy is an application where images are converted into motion or moving elements and so this might happen in the industry as well. When we talk about publicity, static is less and motion is more understandable. The industry is developing on a very

positive note. Telugu Film Industry is far better and surely the transition period will very soon end by leaving a positive impact.

Telugu Film Industry produces 350 films every year, but only 10 percent of films use motion poster. Whenever there is a change, it takes a lot of time for us to adapt, and when we talk about the technicalities, there is a whole huge lot who do not know how to use these elements and implement the techniques of graphic design. So, at this point of time it is minimal, but this will surely bring about a huge change and adaptation in the industry where we will see, more than enough number of films using motion posters.

Regardless of language and region, this motion poster is emerging its originality and existence in the industry, we can see motion posters in, Hindi, Telugu, and Marathi films when we look at recent cinemas.

## **5.10 Expert Interview**

### **5.10.1 Expert Interview 1- Dileep Kumar, Actor, Tollywood film industry**

An expert interview was conducted with the Tollywood's youngest hero Dilip Kumar on the topic Motion poster. When asked whether this motion poster is an emerging trend in the Telugu film industry or not, he responded that small films or big budgeted films, which ever it may be, they feel that this motion poster is something different than the usual and conventional promotional technique and trying to adopt it for their film too. This trend has gone to such an extent where even the short filmmakers are coming up with motion posters in their own small way. He continued stating that this trend is not confined to any particular genre. Be it a crime story, romance or comedy, all the filmmakers are into making motion poster for their respective film promotions. When asked about the motion poster replacing teasers, he denies and says that teasers have their own position and nothing replaced it till now. It is just an add-on to a bunch of promotional strategies persisted in any film industry. All the promotional techniques used in our film industry have their own specialty & importance. We have first look static posters which are going on to the walls, we have teasers releasing after the first look in both new media and television media and now we have motion posters which is just an add-on to the existing promotional techniques. These static posters, which are going on to the walls, are releasing in YouTube in the form of motion poster where it will have a movement given to it. When the researcher

asked about the use of motion poster in film promotions he says that this new trend of posters are way better and attractive than the static posters. He says that the movement or the motion given to them is creating a greater impact than just staring at a non-movable character in the static poster. Especially the motion posters of bigger heroes have a very good impact because of the BGM used and the effect given to it. There is a scope for the people to talk about and discuss about it later where for a static poster it is not. He also mentioned that there is a greater excitement in watching the motion poster. The first look of the motion poster is revealed in such a way that the protagonist character is revealed slowly and that particular feel or excitement will not be seen in normal wall posters or static posters. When the actor asked about the reach responded that these motion posters are only confined to new media. They are shown only during the time of film news hour in televisions. Initially they used to show the normal poster of a particular film with a basic top to bottom movement or vice-versa. It is true that the penetration of technology into rural areas is less. But, coming to usage of YouTube by youngsters is comparatively more in number in rural areas too. Most of the film buffs will definitely search about the movie and they will come across these motion posters. There are people who go to Internet cafes just to take a look at the first looks and trailers. Talking about the amount of money to put in to make motion posters, he says that to make these posters one doesn't need to spend more. It is cost effective even for small budget films too. For commercial and big budget films they don't even feel it as a burden. But for small budget films, since they allot less money for marketing they might feel it a little pricey. He also raises a point that motion poster clicked very well in Telugu industry and there will not be any replacement for motion poster in future but something might come along with this trend which can be used extensively by the filmmakers to promote their films.

#### **5.10.2 Expert Interview 2 – Anil & Bhanu, AB Core Design (Tollywood film poster makers)**

An expert interview has been conducted with Anil and Bhanu. They are the official poster makers in Telugu film industry. They have a company called AB Core Design, which is based in Hyderabad. When they were asked about the motion poster whether it is an emerging trend in Tollywood film promotions they say that it is the latest trend of creating motion posters and the makers are releasing it as a first look poster. When asked about the type of films, which films are into these motion poster promotions, they respond that we cannot categorize the films and which filmmakers are

into this new trend because every filmmaker wants to explore new possibilities to promote their films. It depends on them whether to make a motion poster for it or not. There is actually no need for short filmmakers to promote their films with a motion poster. They make films out of their passion and enthusiasm and still they are following this kind of promotion just by getting attracted to this new trend. When asked about the cost of this motion poster and is it cost effective for low budget filmmakers too, they say that it depends on the type of motion poster they make, there are few people who do it free of charge, some makers get it done in their edit suites. Some people are specialized and they charge for the motion poster. They also add that these motion posters have a very limited reach because of the medium it uses. They are only played on Internet, mainly social media, blogs and YouTube. Rarely are these motion posters telecast on TV & other mediums. When these poster makers were asked about the response of this new trend, they say that the first look of any film, especially big films and star heroes films have lot of response, it's not just limited to motion poster, everything that's released regarding the film is always special to audience. They do not agree when asked about the replacement of teaser with motion poster. They say that the place of teasers in the market is intact and cannot be replaced with any new trend. Even after few years, some other trend might come and it will definitely not replace this motion poster trend. Everything has its own importance. The thumb rule for these poster makers is to follow the color theory based on the concept of the film and colors chosen by the filmmakers. They say that the same will be applicable for the motion posters too. Usually motion posters follow the same color pattern followed by the static first look poster. When asked about the future of motion posters they say that its really good medium to explore, not every film has a motion poster. If you retrospect, only few films had this and were very well received by the audience too. There is a wider scope for the other filmmakers too to explore this new trend.

### **5.10.3 Expert Interview 3- Mr. Sunil, Motion poster maker**

An expert interview has been conducted with Mr. Sunil who is an expert in making motion poster. When asked about the making of motion poster, he says that files should be cropped in the Photoshop according to the need and should be exported in the after effects software and will be given the motion accordingly. Depth of field is a must while making the motion poster. It is one major element, which makes difference between a normal poster and motion poster. When asked him about the motion poster

whether it an emerging trend or not, he responds that it is surely one of the trends in Telugu film promotion. Even short filmmakers are into this motion poster promotion. It will boost up the suspense elements present in the film. When asked about the types of films that are into promoting their film using motion posters, he answers that there is no such restriction, whoever wants to promote can promote and surely every filmmaker would like to promote through motion poster since it is a new thing in the market. Right now, there are very few films have motion posters in Telugu film industry but it will take time to get used to this trend. Many filmmakers would adopt this promotion trend very soon. For now, there is no specific genre using it. Every one according to their budget is going for this new trend. When asked about the cost of this new promotion technique, he says that this motion poster doesn't cost much. It doesn't take much time also to do. A normal graphic artist who knows Photoshop and after effects well can create motion poster very easily. But coming to big budget movies like Bahubali, they go for higher end motion posters created by VFX experts in high end softwares like Nuke, fusion etc. He also says that the reach of motion poster is confined to people who use Internet. Television will not screen motion posters and no other medium does it like Internet medium. Nowadays people are using Facebook and YouTube to the core. So we cannot say that the reach is very little. Talking about the response of this trend, he says that there is a very good response among the youth. It is succeeded in creating the enthusiasm among the audience so we can say that even the response is also good. When asked about the teasers replacing motion poster he responds that teaser has its own place and nothing can replace teaser or motion poster. Teaser in a way is completely different from motion poster. Teasers have a mash up of shots, songs embedded in it. They do have dialogues often. But motion poster is just a poster with a certain movement. Not more information is given in the motion posters. When there researcher raised the point of GIF file in future can replace the motion poster, he denies that and says that gif can be a shorter form for motion poster but never replaces motion poster. One lacking element in GIF file that differentiates with Motion poster is the audio. Music is also one of the major elements in motion posters, which creates an impact among audience. Talking about the future of motion poster, he says that this trend will spread among the other filmmakers too and will become an obvious part of film promotions like trailer does.

## **Chapter 6**

### **CONCLUSION**

Whatever the films genre is and however the films output is, it is obvious that the filmmakers tend to search for different strategies to promote their film in the market. There will be lot of trends coming in to the industry in making the film to marketing it. And one among them is motion poster. Motion poster is surely an emerging trend in Telugu film industry. After an in depth expert interview and analysis the researcher came to a conclusion that this motion poster trend is not so penetrated into the corners of the state but it is one of the clicked promotional strategies filmmakers are using recently.

#### **6.1 Using colors and Text in Motion Poster**

Basing on the posters analyzed, the colors that are used in the posters are according to the genre. Vibrant colors have been used in most of the motion posters. Compared to static wall posters motion posters are clean and less text was given on it. Out of the eight posters analyzed, four posters have its title on the right side. There is a lot of text embedded on the static posters compared to motion posters. So, motion posters are less informative than the wall posters. They completely concentrate on the character revelation than giving the audience information about the film. Only one shot of the picture has been used throughout the video for all the motion posters.

#### **6.2 Using camera angles and movements in Motion Poster**

The camera angles used for all the motion posters are similar which a normal poster lacks in it. Zoom, pan and tilt were the movements that are used in all the motion posters analyzed. There is depth of field given for all the motion posters and that depth has bought a 2D look for the movement. The poster makers have taken one element in particular and had given out of focus. For most of the posters it was either foreground or background, which created a greater depth of field. The similar movement, which was given to, all the motion posters analyzed are zoom out. Basing on the expert

interviews the zoom out effect is given to reveal the protagonist character slowly to create some type of enthusiasm and suspense among audience.

In terms of camera movement, pan left and right, tilt up and down were also used apart from zoom to give a moving effect for which audience feel like they are watching a video and can connect more. An added music was add on to the motion poster which is a minus point for static posters. They cannot have music, hence more impact will be created for motion poster. Most of the music bits used in the motion posters were the theme music, which will be there in the movie.

### **6.3 Using audio and background effects**

Lot of swooshes and whoosh sounds were given to add extra element to the music while the title animation falls on the poster for most of the motion posters. These music effects were given simultaneously along with the lighting effect to the title. Most of the motion poster possess bokeh lighting effects in the background as well as glittering light based on the genre of the film. These lighting effects were given a movement and are given a special attraction to the poster.

Apart from all these, there is one major element that differentiates static poster and motion poster. The character in the poster or any particular element will be given a slow movement which gives an illusion that it is a video. For example: if a flag is shown in the poster, which is an image. And that image will be given a ripple effect, which looks like it is flying. This is one important element that describes what motion poster is.

### **6.4 Summary of Motion Posters**

There is no set of rules or exact science in designing a movie poster as the poster designer has the artistic freedom, especially in terms of what color to choose. His job is to design the poster and communicate certain basic information about the movie. But for motion poster, it is not like that. All these elements must be present to create an effective motion poster. Softwares used to create motion poster might be different but the output at the end will be similar for the entire motion poster.

Whoever wants to promote can promote and surely every filmmaker would like to promote through motion poster since it is a new thing in the market. Right now, there are very few films have motion posters in Telugu film industry but it will take time to get used to this trend. Many filmmakers would adopt this promotion trend very soon.

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## **APPENDICES**

### **Expert Interview Questions**

- Do you think that Motion Poster is one of the emerging trends in Telugu film promotion?
- What type of films are more into this new trend of promotion?
- Is it cost effective for a low budget film to have a Motion Poster?
- What kind of audience do you think the motion poster is reachable?
- How is the response of this new trend among Telugu audience?
- Do you think the teasers are being replaced by Motion Posters in the Industry?
- Do you think the makers follow any color theory while doing Motion Poster?
- What do you say about the future of Motion Poster