



Background: The ominous nature of the starkly dark background creates a daunting and intriguing feeling of uncertainty and horror. It also works in tandem with the image of the lead character to highlight and draw all attention to her.

Title: The simple, one worded name of the movie is a very simplistic, yet memorable one. The sans-serif font that has seemingly 2 strokes of the same letter overlapping each other makes for a disconnected and slightly confusing feeling.



Tagline: Highlights the celebrity in the writer/director, draws attention to the name 'Jordan Peele', and the past success he found in his film 'Get Out'. It is written in an uppercase serif font.

Image of Lead Character: Portrayed as the main subject of this visual text is both the protagonist & her alter ego in the movie advertised. The antagonist looks from behind a smiling mask as she is crying. She is in a bright red shirt to draw attention from the viewer.

Institutional Rating: This film is rated by the Motion Picture Association (MPA) for violence, terror, and language, ensuring that people who are looking at the poster are informed of the audience that this movie is aimed toward. It may also draw in viewers who are looking to be thrilled.

Institutional Information: This is not the most eye-catching aspect of the piece, but still is an important aspect of the creation overall, as it details the creators of the movie. It is done in all uppercase, sans serif font.

The visual text in this image analysis is a movie poster advertising for the horror movie *Us*. It was produced and directed primarily by Jordan Peele, and was released in 2019. The main character in the movie, portrayed on the poster, is Lupita Nyong'o. In a quick synopsis, the movie features the story of Nyong'o's character, Adelaide, discovering that she and her family have doppelgänger genetic clones. These clones terrorize them and attempt to kill them and take their place, since the doppelgängers have lived a life in an underground facility horrible conditions and want to live the lives that their human counterparts have been living. There is much more to the story, but this will serve as sufficient information to go off of for the purpose of this image analysis.

The main idea of this poster is to create intrigue of the viewer, as there is very little explanation offered in the title and the image of the main character. It is a movie poster, so it is also, of course, for advertisement purposes. It does a good job drawing the viewer in to want to find out more. It features a high profile actress who is well-known for her performances, as well as making it evident that this movie is the work of Jordan Peele. His previous film, noted in the poster (*Get Out*) drew in a lot of attention and discussion, so it was expected that his sophomore film would be something to be on the lookout for.

The main character portrayed holds a mask of herself smiling with a perfect, flawless face, while she peeks out from behind with a haunting stare with a tear streaming down her face with an unsettled look on her face. This denotes a person who is doing just that, and its connotation is that this person must be someone who is a bit 'off' and creates an unsettling feeling. The pitch black background gives the feeling of being cold, and 'in the dark' about what the movie is about; paired with the red shirt that the character is wearing, which may be connoted with blood in a horror context, feeds even more into the feeling of unsettledness and fear that the poster attempts to accomplish.

The text in this poster is very minimal in comparison to many movie posters. It has a very simplistic, one word title, with a sans-serif double-overlaid '*Us*'. It has a mysterious nature, and creates a disorienting feeling while looking at it. The tagline makes sure to feature Jordan Peele and his accomplishments heavily, which is sensible considering his name being attached to the film is a large part of the appeal. This part is written in a serif font, and is in all caps. Since this part of the poster is detailing his credentials, it makes sense that it is in a very comprehensive, easy to read, serious font. The institutional information at the bottom is portrayed in a fairly typical fashion for movie posters, in a thin, compact, sans serif font. This is likely done to accomplish displaying a lot of information in a small area.

This poster does an incredible job of portraying the movie to viewers, and creating intrigue for someone to watch it. Its more simplistic nature is impactful, and does not need flashy attention-getters to draw the eye. All of its visual elements work in tandem to create an interesting and appealing advertisement.