Abstract

VISUAL SIMILARITY OF DRAMA MOVIE POSTER DESIGN

(Case Study: Drama Movie Posters from Hollywood and Drama Movie Posters from Indonesia)

by:

Anisa Eka Pratiwi

51908191

Study Programee of Visual Communication Design

Movie is a mass media communication used as a means of entertainment. Movie drama is one of the main genres in motion pictures; the idea of the story is usually taken from the real story in everyday life. Movie posters have visual elements that illustration, typography, color, and layout, which is functioning as elemenst that describes the content of the Movie's story. But lately, the visual similarity is found in some Hollywood drama movie posters and Indonesia.

This study uses similarity, the methods of research to see and compare the elements that are similar. Matters to be discussed in this study include some visual elements that form of illustration, typography, color, and layout used in of Hollywood drama movie posters and Indonesia drama movie posters in 2000 to 2011.

The results are there are similarity in some visual elements in the drama movie posters that are discussed in the final chapter so that it can be concluded that the posters of Hollywood and Indonesia dramas in period 2000 to 2011, have similarities in the use of visual design elements. Forms of visual similarity can be proved from the analysis of visual similarity of the elements above.

Keywords: Drama, Posters, Similarity, Visual Elements