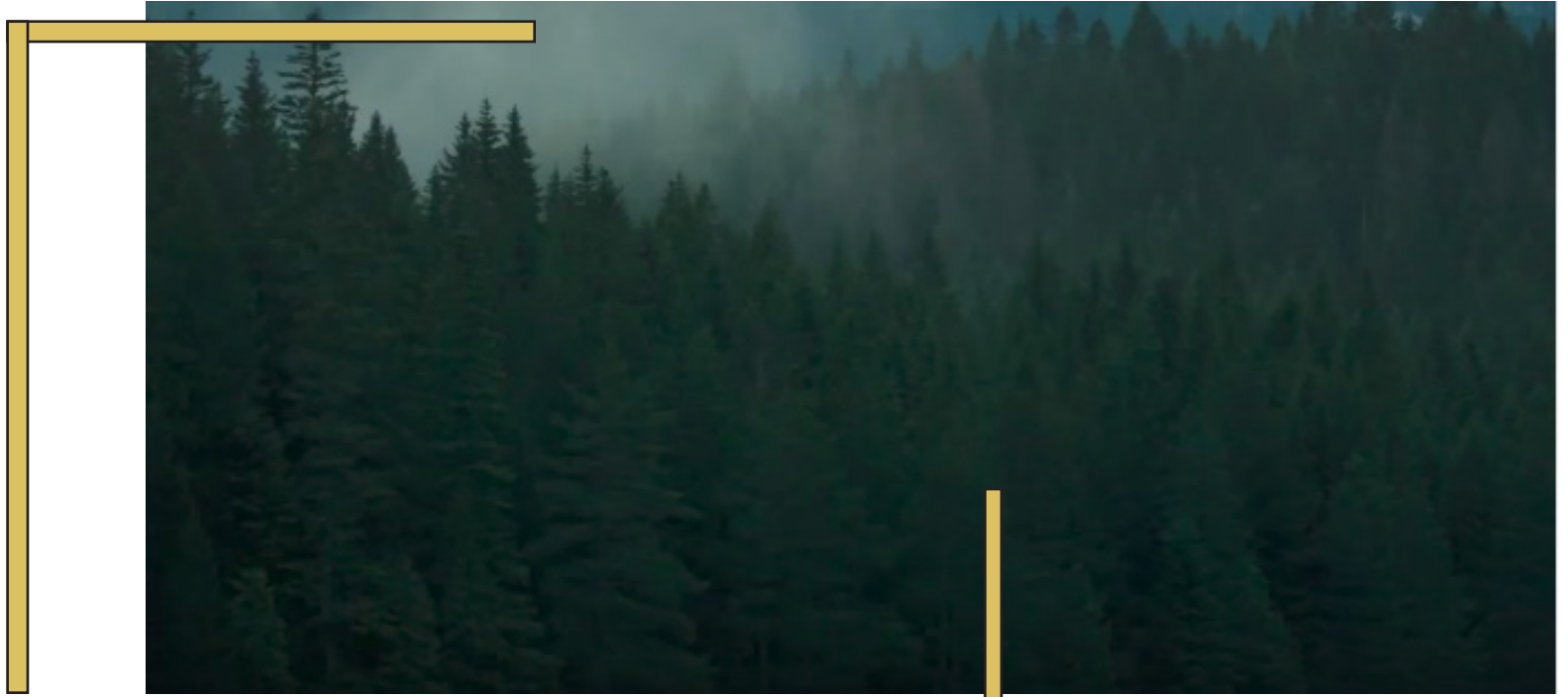


“The Forest” horror movie trailer



A Closer Look

Light And Dark



Lighter Sky The lighter sky contrasts with the ground and makes the forest more menacing.

Darker forest

The darker forest creates a sense of mystery, menace, danger, and unease.

A Closer Look

Design



Real Footage The fact that the footage consists of an actual forest helps ground the movie in reality and makes the danger feel more real. This also helps establish the movie as a live action movie

A Closer Look

Color



Darker colors The Dark setting leaves room for contrast, and if mixed with a more muted light can add to the feeling of wrongness and unease. Shadows seem darker and lights lighter, leaving space for contrast to create mood. The darker shadows may hold danger. and areas more fully illuminated draw attention to the action while adding contrast.

The New Ad



WHATEVER YOU DO
STAY ON THE PATH

Dark Forests The forest area continues to be the darker part of the image.

Consistant imagery The use of a forest image maintains connection with the original image and setting



**WHATEVER YOU DO
STAY ON THE PATH**

Text While the image provided here lacked text, other portions of the trailer included text. The text here is colored to fit with the mist of the images, and the words match with what the text in the trailer said most prevelently.

Photography The use of a real place captured in digital photography is consistant with the video footage.