

# Filmstrip Teasers

## George M. Moore

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*The Man With The Golden Arm*  
Saul Bass, 1955

## FILM ADVERTISING IN HISTORICAL CONTEXTS

### SELECTED MILESTONES

Sometimes viewed as a secondary art form to the films they promote, movie ad campaigns play a large role in bringing audiences into the cinema or influencing viewers for on-demand or movie rentals. Film posters and promotional trailers have developed a distinct vernacular, carving their own trajectory in design history.

Professors George Moore and Chris Reed have created a course that looks at the advertising of movies—investigating trailers and posters through an historical survey of film, advertising, and poster design. Join George and Chris for a discussion of posters, trailers, and student-created work from their course on the subject.

Rose Dawson Academic Cntr, Rm 12 (Bsmnt Level) • 1525 Greenspring Valley Rd, Stevenson, MD 21153

**COMING IN DECEMBER: AVANT GARDE FILM SHORTS and HOLIDAY PARTY**



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