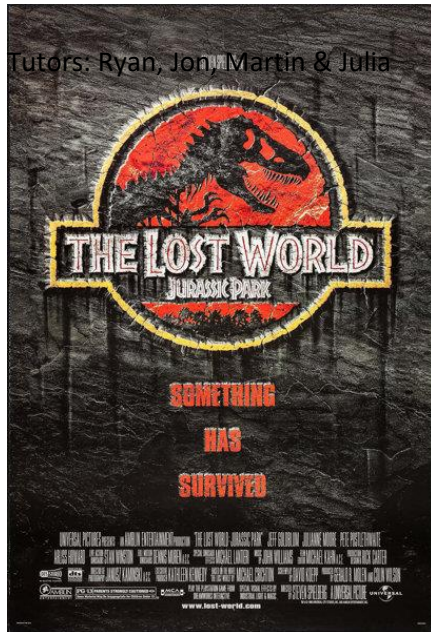




Zak Bozilovic 1902654 BA Graphics Word Count: 500

Tutors: Ryan, Jon, Martin & Julia

For my reflective writing piece, I am looking at a promotional film poster for the second Jurassic Park film "The Lost World". When reflecting on this poster I will use references from different sources to add context to the creation of this poster and how it was influenced.

When looking at this poster we must remember that the original "Jurassic Park" had already been released and been incredibly successful. The posters for that film used the same red and yellow hues and black background with the dinosaur silhouette that you see in the image above. But something with this second film changed. The lines and the colours are all cracked and broken. There are scratches running through the poster. Where the words "Jurassic Park" once stood proud there is now "The Lost World" as the focus to the audience instead. And then there, in big red bold writing the words "Something Has Survived".

The second film's poster takes a darker approach to the promotion of this film than the first film did and there is a reason behind that. The original books by Michael Crichton were far darker and grittier than that of the first film so the second film takes a lot more inspiration from his novels and is literally an "adaptation of Michael Crichton's novel...". We also know that the marketing behind this film was even more than the first as stated here "On February 10, 1997, Universal announced a \$250 million marketing campaign..." So not only did this poster draw on inspiration from the original poster and then draw even more inspiration from the actual novel from Michael Crichton we now also know that it had a \$250 million marketing campaign behind it.

Yet the poster really didn't change too much. Yes, the colours are now cracked and so is the background. Yes, the title "Jurassic Park" is still present. But the same colours were used and the even the same dinosaur silhouette was used although this was changed for the third film. This is because the original film's design stood out so well that they didn't change much at all. The vibrant colours helped it catch your eye and seeing the same familiar dinosaur silhouette would make you recognise this poster immediately even without the text that's on it.

This poster would go on to influence and impact the third film's poster design and of course the films following it. Jurassic Park 3 opted for purely red and silver on its poster and changed its dinosaur. This was faced with heavy criticism as everything fans new and loved had been completely changed. So, when Jurassic World was released the same familiar dinosaur was back albeit with hues of blue and silver for a more modern take. This about sums up how well the original worked. "The solution design team came up with — brilliantly simple visual analogue... swiftly and efficiently encapsulated the premise of the film — ...perhaps the most instantly recognizable symbol in movie history."

Reference list:

Author: Dan Reilly

Year: May 29 2018

Title: *JURASSIC PARK MONSTER-SIZED MARKETING AND MERCH CAMPAIGN CHANGED THE GAME FOREVER*

Publisher: SYFY WIRE

Date viewed: December 18 2019

Web Address: < <https://www.syfy.com/syfywire/jurassic-park-monster-sized-marketing-and-merch-campaign-changed-the-game-forever>>

Author: Wikipedia

Year: 17 December 2019

Title: *The Lost World: Jurassic Park*

Publisher: Wikipedia

Date viewed: December 18 2019

Web Address:

< https://en.wikipedia.org/wiki/The_Lost_World:_Jurassic_Park#Marketing_and_promotion>

Author: Craig Caron

Year: Dec 21 2018

Title: *The Hidden History of the Jurassic Park Logo*

Publisher: tiff

Date viewed: December 18 2019

Web Address: < <https://www.tiff.net/the-review/the-hidden-history-of-the-jurassic-park-logo>>



For my observational writing I am looking at the image above from Jurassic World: Fallen Kingdom.

In the above image we can see that there is a lot going on so first we're going to look at the literal or denotative. There is some sort of explosion or eruption happening in the background there is lush forest on the side-lines of the image, there is a giant dinosaur standing over the body of another dinosaur, there are three people hiding behind a clear glass ball of some sort and there is some sort of mountain or volcano in the distance in the background.

With context, we can take a slightly more in depth look at this image. The large dinosaur is in fact a tyrannosaurus rex and it is standing over the body of a smaller dinosaur known as Carnotaurus. In the background there is a volcano that has erupted. The glass ball is known as a gyro sphere and the three people hiding behind it are our main characters. The island they are on is known as Isla Nublar the past home of Jurassic Park and Jurassic World, "Isla Nublar doesn't actually exist, it's likely based on a real place: Cocos Island, located close to where Isla Nublar is supposed to be."

If we take a more in depth look at this image, we can use semiotics to point out a few things. The volcano going off could possibly be a sign that the dinosaurs time has ended once again. Or that they are not meant to walk this Earth. The T.rex in the pose it is suggests that of power or bravery. The dinosaur knows she is the largest carnivore here and could even be said to be striking some sort of victory pose and of course she is very well known to the fan base as stated here "We've been following this same character since the beginning; she's the same *T. rex* that was in *Jurassic Park* and in *Jurassic World*. She is iconic—not just because she's a *T. rex*, but because she's *this T. rex*."

We can also look at our protagonists. They really give a sense of scale and size to the dinosaur and of course we can assume they are probably petrified. Hiding is linked to multiple things such as fear. The way they look around the gyro sphere gives it away that they are extremely wary of this large carnivorous reptile "Owen comes between the mighty T. rex and Claire and Franklin in Jurassic World: Fallen Kingdom. When the island's dormant volcano begins roaring to life..."

In conclusion without semiotics this image just looks incredibly cool and very vibrant but with semiotics I can now understand and piece together the image to get a more in depth look at what is going on. Of course, there's the obvious. That's a huge dinosaur. But the pose she is using seems to almost indicate that she knows she's a T.rex. And she's not afraid.

Reference List:

Author: TATIANA TENREYRO

YEAR: JUNE 21 2018

TITLE: *Is Isla Nublar From 'Jurassic World: Fallen Kingdom' Real? The Island Is Home To The Movie's Biggest Action*

Publisher: Bustle

Date Viewed: December 18 2019

Web Address: < <https://www.bustle.com/p/is-isa-nublar-from-jurassic-world-fallen-kingdom-real-the-island-is-home-to-the-movies-biggest-action-9421203>>

Author: Wikipedia

Year: 16 December 2019

Title: *Jurassic World: Fallen Kingdom*

Publisher: Wikipedia

Date Viewed: December 18 2019

Web Address: < https://en.wikipedia.org/wiki/Jurassic_World:_Fallen_Kingdom#Marketing>

Author: Bryan Alexander

Year: June 25 2018

Title: *Spoilers: What does the wild ending of 'Jurassic World: Fallen Kingdom' mean?*

Publisher: USA TODAY

Date Viewed: December 18 2019

Web Address: < <https://eu.usatoday.com/story/life/movies/2018/06/24/jurassic-world-fallen-kingdom-what-wild-ending-means/722056002/>>

For my manifesto writing I will be looking at three individual statements I made. These statements are “We should all have freedom of speech” “Everyone is equal” and “People deserve second chances”. I will also be using an image that link to each of these three statements to help explain them more and I will also be focusing on certain words in each of my statements.

First, I wanted to look at my first statement. “We should all have freedom of speech”. What I mean by this, is that I feel everybody no matter who you are, has a right to their opinion and the right to share it. People deserve the right to express themselves however they want to. I feel that freedom of speech is very important especially as someone who is doing graphic design. Design can allow us to express ourselves in so many ways. An example of what I mean is depicted below:



This piece of design shows why free speech is so important. We are quite lucky here in the UK as we can say what we want. But this piece of design depicts somebody's feeling of having that taken away or not having the ability to do this. I feel this is unfair and unjust and that's why I believe everybody deserves freedom of speech.

I also believe everyone is equal. I don't care if somebody is male, female, straight, gay, black or white. We are all human and I think there are so many people out there who need to release that.

We are all one race. We are all equal.



This image sums up perfectly how I feel. Children don't care how people look or what colour they are and where they're from. They love unconditionally no matter what you look like. So why is it when we become older, we do. Care about how you look and where you come from. Everyone deserves a hug. Because everybody is human. And all humans are equal.

I also believe that everybody deserves a second chance. And this can be with anything. People who've committed crimes deserve a second chance. People who were fired deserve a second chance. Homeless people deserve a second chance. Even people who mess up in a relationship with a friend or something more deserve second chance because people can change.



This image absolutely without a doubt sums up what I mean. Robert Downey Jr was a criminal arrested in his youth and now given the second chance at life that he was given he is now a

huge and successful star of Hollywood. This truly shows how incredibly powerful a second chance can be to someone. They can completely change and turn their life around for the better and this is precisely why I feel that they are important. Without second chances life becomes harsher than it already is. And we all make mistakes. People need to be more forgiving and allow people to make mistakes so they can learn from them and better themselves.