

Coursework

I have decided to explore the advantages and disadvantages of designing a poster for the Big M cinema and explore what hardware and software that is used to create the poster.

The hardware that is needed for producing a poster is:

- ❖ A monitor, which is used to display all the work that has been processed into the computer.
- ❖ A keyboard, which is used to type in the information to create and edit the poster.
- ❖ A mouse, which is used to change objects and their positions.
- ❖ A printer, which is used to print out the final poster so that, can be displayed.
- ❖ A scanner, which you can use to scan pictures and photographs i.e. the cinema.
- ❖ A digital camera, which can be used to take pictures to be added to the poster.
- ❖ The tower, which is where the information is gathered and memorised and is the power and operator of the whole computer.

The software that is needed for designing a poster is:

- ❖ Microsoft publisher, so that you can have an outline and document with the best features such as: clip art and word art.
- ❖ Scanner software, so that you are able to scan the picture to include it onto the poster.
- ❖ Internet Explorer, so that you can find images, such as borders on websites such as www.bellsnwhistles.com, to make the poster look more attractive.

The advantages of creating a poster for the Big M cinema are:

- ❖ It publicises the cinema to make people aware.
- ❖ It provides information such as the location, what film its showing and how to get there.
- ❖ The poster shows the good points about the cinema.
- ❖ The poster portrays an image of the cinema.
- ❖ It advertises the facilities available.
- ❖ It advertises why the public should go to that certain cinema.
- ❖ It shows the public what the cinema looks like.

- ❖ You can put it where you like to attract different people. So it can be in more popular places where more people go past.
- ❖ There can be more than one poster and of different kinds so then it will attract different age groups and different races.
- ❖ The poster can be in different languages and different shapes and sizes.

The disadvantages of creating a poster for the Big M cinema are:

- ❖ People passing are the producers of the poster want to attract, but sometimes they are in a hurry and they do not get to take in all the information.
- ❖ The poster can have too smaller writing on and the text may not been seen.
- ❖ The poster can portray the wrong image about the cinema.
- ❖ The poster is non-verbal and you can't get everything across and word sometimes express more than pictures
- ❖ The poster may not suit everybody.

I have decided to explore the advantages and disadvantages of designing a web page for the Big M cinema and explore what hardware and software that is used to create the poster.

The hardware that is needed for producing a web page is:

- ❖ A monitor, which is used to display all the work that has been processed into the computer.
- ❖ A keyboard, which is used to type in the information to create and edit the web page.
- ❖ A mouse, which is used to change objects and their positions.
- ❖ A scanner, which you can use to scan pictures and photographs i.e. the cinema.
- ❖ A digital camera, which can be used to take pictures to be added to the web page.
- ❖ The tower, which is where the information is gathered and memorised and is the power and operator of the whole computer.

The software that is needed for designing a poster is:

- ❖ Front page Express, so that you can have an outline and document with the best features and the layout of a web page with all the features such as: you are able to create links.

- ❖ Scanner software, so that you are able to scan the picture to include it onto the web page.
- ❖ Internet Explorer, this is where all the views will view the web page, and the Internet is where the poster will be run from.

The advantages of creating a web page/s for the Big M cinema are:

- ❖ The web page can be updated frequently, to bring the latest information such as what film has been released.
- ❖ You only visit the website in you would like, its not like a poster which has been put up and when you walk past it you see it without your choice because you don't know what going to be there.
- ❖ It publicises the cinema to make people aware.
- ❖ It provides information such as the location, what film its showing and how to get there.
- ❖ The web page shows the good points about the cinema.
- ❖ The web page portrays an image of the cinema.
- ❖ It advertises the facilities available.
- ❖ It advertises why the public should go to that certain cinema.
- ❖ It shows the public what the cinema looks like.
- ❖ It is quick and easy to access.
- ❖ You can book over the Internet it is easier.
- ❖ You can stay on the site for however long you like.
- ❖ The web page will be worldwide and anybody will be able to access it.

The disadvantages of creating a web page for the Big M cinema are:

- ❖ You have to update ever so often so that you can keep the public happy and interested.
- ❖ It costs money to keep the web page running and for the viewer to go onto the Internet.
- ❖ If one link fails then the viewer can be very disappointed
- ❖ You need a computer and the Internet to access the web page.
- ❖ If the site crashes then the information is lost.
- ❖ It may not be very safe when booking over the Internet because you give personal detail such as credit card number.

Radio advertisements

Advertising on the radio could be effective depending on the market the cinema is trying to attract. The aim is to attract youngsters and not many youngsters listen to the radio compared to the number of

youngsters who go on the Internet. Also people listen to the radio for the music not for the radio advertisements. Usually when advertisements come on the radio people flick through the other radio stations to find a song that they like so it isn't very effective. Advertising on a radio station such as radio 1 is very expensive and your not even guaranteed people would be paying attention to your advertisement. Personally when I hear advertisements I change the radio station until I find the song I like which I'm sure a lot of people do.

Newspapers and magazines

Advertising in newspapers would be useful because the majority of the population, particularly adults read newspapers and for this reason would notice any advertisements in there. Also adults don't buy newspapers for the advertisements, they read them for the news so advertising in newspapers might not be very effective. Not many youngsters read newspapers so it wouldn't appeal to them if your company were concentrating on the younger generation. To advertise in a nationwide newspaper however would be rather expensive but the cinema would become better known. Advertising in magazines would probably appeal more to the younger generation although it depends what magazine the cinema decides to advertise in. This depends on the market they want to reach. Therefore, magazines that are most likely to be bought by people of that market would see the advertisement and perhaps the advertisement would be successful. The advertisement may be disregarded though as people usually buy certain magazines for particular reasons and don't pay any attention to the advertisements.

Television

Advertising on the television would probably be the most expensive option but also the most effective. There have been many successful advertisements on the television but most of them are of big companies that have been going for years. Businesses like these usually dominate the advertising time on the major channels and therefore smaller businesses don't really stand much of a chance. A business like my cinema would probably not be able to afford to advertise on a major channel such as ITV especially at prime times. Therefore, it would have to settle for adverts on smaller channels or could advertise on the larger channels but at times where there are not many viewers. Also many people change the

channel when advertisements come up but the majority will watch it so you are very likely to catch people's attention.

Leaflets

I don't think they would be very useful. This is because leaflets could only be handed out to people in shopping centres or posted to people's houses but how many of those people actually read them? Usually, people have better things to do than read leaflets so they just throw them away. I know this is true because I have seen people do it and have also done it myself. Leaflets could give people a lot of information etc. but if the majority of people don't even read them, what is the point of wasting money to produce them? Leaflets may have been quite a good method of advertising in the past, but as times change, people change and to make a successful advertising method, the business must keep up to date with the changing patterns of the economy. Also you can't hand out a million leaflets because it takes too much effort and it's very expensive.

My Conclusion

I think a website is the best way of advertising a company because it is cheaper and a lot of people log onto the Internet. Also you can see the website whenever you wish instead of having to wait on the television, radio etc to see or hear the advertisement to come up. Also you can write as much information you want on the website without any extra cost so advertisements on the website are more detailed than compared to leaflets, posters etc.