Analysis of Design Elements
On Secret Magic Control Agency Movie Poster

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Abstract

In a film industry, advertising media is needed to promote or introduce films to be shown. One of the advertisements that is often used in cinema is posters. Posters are closely related to visual communication design, with visuals depicted can convey the important point of a film. Movie posters contain information and have design elements, namely visual elements and verbal elements contained in the design of Secret Magic Control Agency animated film posters. In the animated film, Secret Magic Control Agency is a family comedy film made in England and Russia based on popular fairy tales by brothers Gimm who are reliable storytellers who write many famous legendary fairy tales. The purpose of this study is to describe the elements of poster design and poster design styles used in Secret Magic Control Agency movie posters. The research method used is a qualitative descriptive method with data collection techniques, literature studies, and observations on Secret Magic Control Agency animated film posters. The design style of this poster is 3D, fun and secret agent adventure where the illustrations of the poster related to the magical world are depicted like real life objects that are colorful and contain fantasy which is very suitable for children. The Secret Magic Control Agency animated movie poster is made in accordance with the principles of layout, namely sequence and asymmetrical balance.

Keywords*: design elemen, poster, secret magic control agency movie*

INTRODUCTION

Film is a mass communication medium that is audio-visual and can present stories in a short time that can affect the audience as if it can penetrate space and time (Bakilapadavu, n.d.). In a film industry, advertising media is needed to promote or introduce the film. In a movie marketing, the role of creative marketers is needed for the overall success of a movie, creative film marketing plays a role in producing verbal and visual appeal so as to influence the feelings and beliefs of the people who see it (Nasir, 2021). A poster is a graphic tool and one of the film promotion media that contains persuasive properties caused by problems and can cause strong feelings in the audience, with the aim of encouraging responses from the audience. Posters are closely related to visual communication design, the visuals depicted can convey the important points of a movie (Huang et al., n.d.).

Visual and verbal signs in an advertisement will deliver messages to readers understanding the purpose of the advertisement so that signs and meanings will always be related to each other (Ketut et al., 2021). The role of visual elements can produce a harmonious and communicative design composition such as the selection of colors and the creation of illustrations that represent the contents of the poster so as to produce attractive visuals (Li et al., 2022). Secret Magic Control Agency is a British and Russian family comedy based on a popular fairy tale. The film is produced by Wizart Animation, CTB Film Company and QED International. Written by Analisa LaBianco, Vladimir Nikolaev, Jeffery Spencer, Aleksey Tsitsilin and Alexey Zamyslov and directed by Aleksey Tsitsilin. Hansel and Gretel was one of the German folklore collection Brothers Grimm compiled in Grimm's Fairy Tales (1812) that influenced world culture. The Grimm brothers are famous as reliable storytellers who wrote many famous legendary fairy tales (Chang & Luh, 2022).

There are interesting visual elements and verbal elements in the Secret Magic Control Agency animated movie poster. Reporting from IMDb, which is an online database site for information about movies, videos, television broadcasts and also displays fan ratings, that the Secret Magic Control Agency movie has a rating of 6.2/10 from 3,100 IMDb site users (Lotz et al., 2022). The movie was released globally through the Netflix platform in March 2021. The Secret Magic Control Agency movie poster is interesting to study because this poster has interesting visuals by highlighting the colors and imagery of an adventure for children. The objectives raised in this research are to describe the poster design elements and poster design style used in the Secret Magic Control Agency movie poster (Wen et al., 2022).

METHOD

Researchers used qualitative descriptive research methodology with a design review analysis approach, for design review study on the Secret Magic Control Agency animated film poster (Bradway, 2018). The purpose of qualitative research is to understand the condition of a context by directing a detailed and in-depth description of the portrait of conditions in a natural setting (Mohajan, 2018). One of the characteristics of qualitative research is that researchers act as instruments. So that qualitative research leads to data collection in the form of a series of words and photos.

In this study, researchers used two analysis techniques, namely the analysis of visual elements and verbal elements. In the analysis of visual elements, researchers analyzed the design structure of the Secret Magic Control Agency poster, including typography, illustrations, colors, and layout (Tomaszewski et al., 2020). While analyzing the verbal elements, researchers analyze the language, writing or text that contains messages or information in the poster (Stokmans, 2015). In these elements, researchers can analyze how the influence and function of the poster as the main means of media promotion and advertising of cinema films. Based on data collection techniques carried out by researchers, two sources of data related to this study were obtained, includin primary and secondary data (Id, 2023).

Primary data is the main data obtained through the source, which is in the form of all aspects contained in the Secret Magic Control Agency movie poster. It is obtained directly through observational observation techniques on the Secret Magic Control Agency poster visual. Secondary data is additional data that can be obtained from literature reviews and various theories obtained through print media, articles, journals, internet, books, electronic media and digital media (Praveen, 2022).

RESULTAND DISCUSSION

The film Secret Magic Control Agency which is interpreted in Indonesian is a secret magic control agency tells the story of brothers who become secret agents; namely Hansel and Gretel who struggle to find the missing king and save him. Gretel joins the Secret Magic Control Agency one of the kingdom's best agents, but in one of the missions to save the kidnapped king Gretel is considered a failure. So Gretel was reunited with her brother Hansel to work together in an effort to save the king. Gretel is an agent of the crime-fighting empire, while Hansel is known as a master con artist through his magic tricks. There are many   problems on the way they face, especially the relationship between the brothers is not very close and seems cold, however, they work together to defeat a gingerbread witch named Ilvira who has evil intentions towards the king and kingdom. With extensive intelligence and experience, Hansel and Gretel manage to   save the king and complete his mission.

Secret Magic Control Agency's animated film poster design poster has two design elements, namely visual elements and verbal elements. Both elements are shown in portrait form, while the design style of this poster is 3D, fun and secret agent adventure where the illustrations of the poster are related to the magical world which is depicted like a colorful and fantasy-containing real-life object (Dewi, 2022).

Figure 1. Visual elements of Secret Magic Control Agency animated movie poster , modifications by Eli Suryani, 2023

The visual elements on the Secret Magic Control Agency movie poster consist of typography, illustrations, color, layout. The application of typography gives an impression and also comfort felt by readers. Typography not only emphasizes the arrangement of letters, but also the placement of letters in a space. Typography has important elements, called title letter and text letters. The font used in the title of the Secret Magic Control Agency movie poster is the first title typeface Roboto Black and the second is Mongolian Baiti. If you pay attention to the title writing is given a floating effect so that the arrangement of letters with each other is uneven, creating a living impression related to magic or magic in this film (Dwivedi et al., 2022).

Figure 2. Secret Magic Control Agency movie poster title letter, modifications by Eli Suryani, 2023

In the first title letter written in Russian which means Hansel, Gretel has bright colors with motifs like food. This is because in the story of the film to bewitch the royal community and the witch king using cakes that are given magic spells (Agrawal et al., n.d.). Cakes are generally synonymous with bright colors and sprinkled with decoration to make it attractive. As for the second title, it means magic agency with effects such as spell writing and is closely related to the nuances of magic that is colored gold or gold (Utami & Setia, 2021). The color gold depicts the meaning of success, victory and prosperity, this is directly proportional to the hope of Hansel and Gretel's mission who want the success of the king's rescue mission and control magic to make the royal society prosperous again by being free from the influence of magic. Text font selection is also an important element of typography and should be well considered (Yadav et al., 2017). On the Secret Magic Control Agency movie poster, there are text letters with release date information, which is March 18, 2021 in Russia. The second picture provides information on the name of the team in film making such as distributors and production companies

Figure 3. Secret Magic Control Agency movie poster text letters, modifications by Eli Suryani, 2023

The purpose of illustration is to embellish a book, poem, story and other information. It is expected that visual representation with the images provided can make it easier to understand the information provided (Discloser, 2012). The illustrations used in the Secret Magic Control Agency animated film poster are images of the main characters, namely Gretel, Hansel, and a friend dog who also helps in completing his mission created by spilling various magic potions. In the poster, Hansel and Gretel are seen in the megic storage room holding the tool with Hansel wearing his trademark red robe of a reliable magician while Gretel wears a blue suit of royal agent pride. They are seen smiling broadly with an optimistic and confident spirit. There are illustrations of some of the tools used in their missions, it is said that these tools have strong magic power that can be used when in difficulty facing wizards.

Figure 4. Illustrations and some tools that have magic power on Secret Magic Control Agency movie posters, modifications by Eli Suryani, 2023

Color can be interpreted as a subjective or psychological visual experience or radiance. Color evokes spontaneous emotions in the audience, which is what makes color very important in everyday   life . According to Andi, color is a beautiful element, but it depends on the structure of the light that hits it, so it is important to be careful with the type of light you wear. On the poster of the animated film Secret Magic Control Agency, the colors contained in the poster are quite diverse. However, the most dominant colors on the poster are purple, brown, and green for the background used in the Secret Magic Control Agency animated movie poster.

Picture 5. Color Pallete movie poster Secret Magic Control Agency, modifications by Eli Suryani, 2023

In general, layout is the layout or field of a visual, by arranging the layout can be an image that looks different in the perspective of seeing the audience.   In this study, in the media layout elements of the Secret Magic Control Agency movie poster, the layout arrangement of visual elements has a sequence. There is flow of visual understanding of both images and writing from top to bottom sequentially.

Figure 6. Sequence flow on the poster, modifications by Eli Suryani, 2023

Poster layout Figure 7 using asymmetric, which can be seen from the visual weight of uneven object elements on the center axis of the page. The visual poster is more dominant in filling the right side with the selection of color sequences from brighter. It is namely from dog figures with orange and white colors, then Gratel which is dominant with blue and visual colors that are the largest in size (Krishtopaytis, 2017) . This is because Gretel works in a secret agency that was first assigned to the mission and indeed comes from the royal secret agency. Furthermore, Hansel who wears a dark red suit so that it tends to have a dark color among the colors of other characters.

Figure 7. Asymmetric balance, modifications by Eli Suryani, 2023

The asymmetrical balance of colors is the most influential thing and plays a big role in balancing asymmetrical composition because colors have different intensities (Digest, 2023). The main reason for asymmetrical layouts is to spoil the user's eyes with dynamic visual aspects, but still able to make the user's attention focus on the purpose of the main point. Visual installation is large-scale or larger than other visuals, this is useful for focusing the user's gaze and attention directly on the "one-sided" side of the visual, whether through size, image, coloring, or placement (Lewandowska & Olejnik-krugly, 2021).

The title poster writes the names of the main characters, Hansel and Gretel, who are creative like cakes that have bright colors and beautiful toppings to attract the attention of readers, especially children who like sweet foods and bright colors. For the title below, it is a magic agency with magic themed writing or magic with writing styles such as spells and effects such as flying or hovering as if alive. Each typeface has its own characteristics and can give a different impression from each other (Gabriel-petit, 2007). The title on the poster, written in Russian, is in harmony with the filming venue. The title is displayed with more colorful letters with bright colors of yellow, pink, turquoise, and brown with the most dominating size compared to other texts.

Text explaining the date the film was released, the distributor and the name of the company that produced the film. Color selection is more dominant in golden orange which adds a simple but elegant impression. The description of the date the film was released is at the very top of the poster with white color and large size written clearly (Zemaityte et al., 2019). Then for the description text the name of the distributor and film producer is at the bottom of the title text, with the smallest size among other text writing, with the arrangement of names sideways.
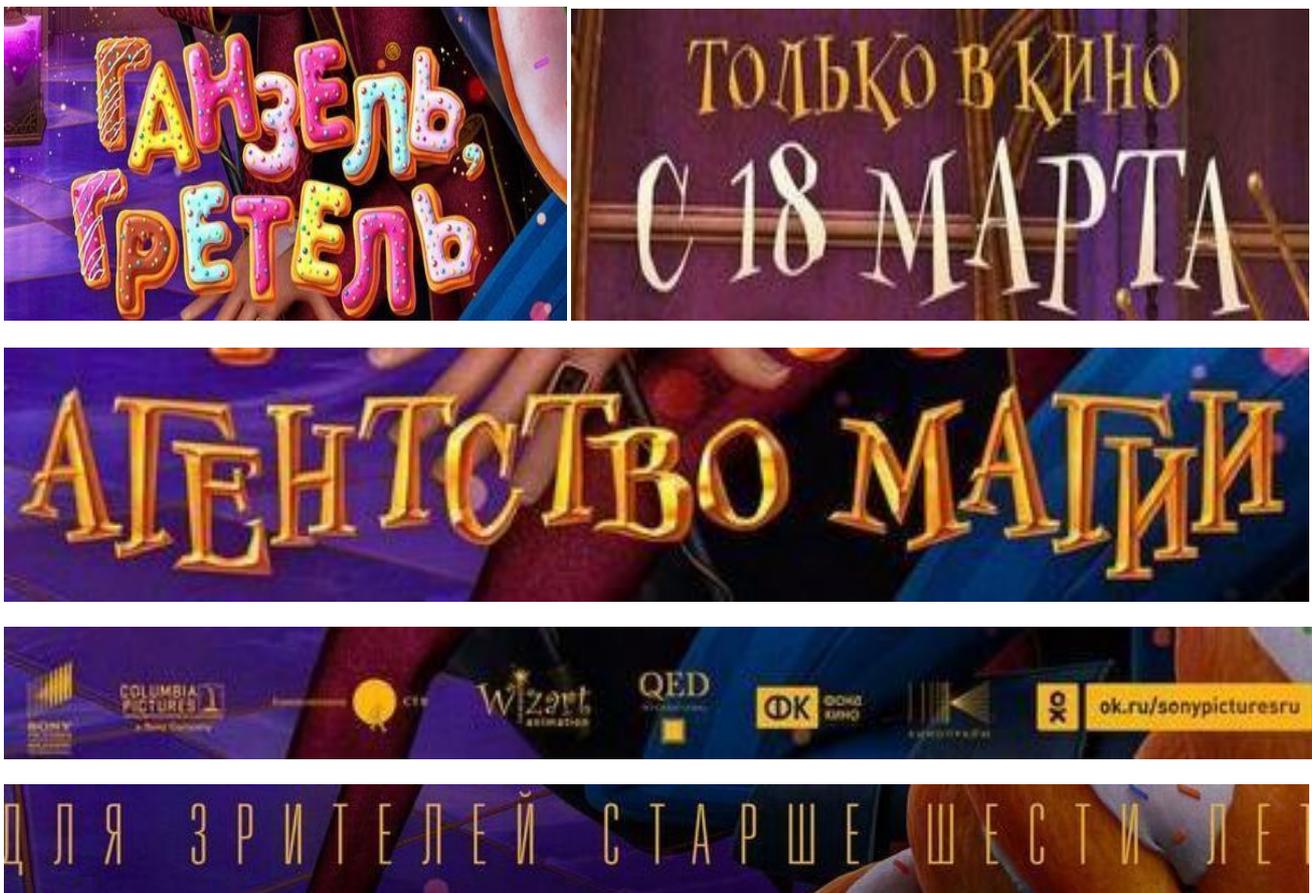

Figure 8. Some credit titles on Secret Magic Control Agency animated movie posters, modifications by Eli Suryani, 2023

Based on the analysis of the suitability of visual elements on the Secret Magic Control Agency poster described above, the author concludes that each visual element on this poster starts from the type and shape of typography whose meaning is in harmony with the content of the film, namely containing elements of magic or magic and the selection of writing colors resembling cakes that convey in the story, magic used in the form of food (Lisi, 2020). Then the illustrations given succeeded in displaying important points in the film such as the description of magic tools, the costumes used by the main characters, the background of the place described as a storage place for magic tools to help make it easier for royal agents to carry out their missions and also the poses of the characters Gretel and Hansel holding magic equipment that gives the impression of being brave, optimistic, tough in the face of enemies and also confident that they can complete the mission and succeed (Nur & Paksi, n.d.).

Then the verbal elements that have different colors in each writing which of course have their own meanings and the text order of information about the production of the film does not accumulate and the selection of gold colors that give an elegant and mysterious impression (Ren, 2021). The selection and combination of bright colors used is very suitable for children who prefer something that is striki ng or has more vivid colors so that it is in line with the target of the Secret Magic Control Agency film, namely children even though it can be watched for all ages. he suitability of visual elements and verbal elements on movie posters is very important to note because these elements affect the perception of the audience who sees the poster. Whether or not the meaning of the poster is conveyed depends on the visual elements displayed, a good poster can attract the audience's curiosity so that the audience will be more curious and want to watch the movie.

CONCLUSION

The design structure of the Secret Magic Control Agency movie poster has two elements of design preparation, namely visual elements and verbal elements. Both elements are shown in portrait form, while the design style of this poster is 3D, fun and secret agent adventure where the illustrations of the poster are related to the magical world which is depicted like a colorful and fantasy-containing real-life object. Visual elements are needed for movie posters, namely typographic elements, illustrations, colors, and layouts. While the verbal elements are the Title and Text captions in the poster. On the Secret Magic Control Agency animated film poster, the colors inside already have a design that is complex enough to provide information and messages to cinema consumers who see it. The overall visualization of the poster already represents the content of the film's story where there are Hansel and Gretel animations in it.

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