

Website Task Sheet 1: Awareness

Poster

The film's official poster is a detailed and complex layered image which provides the viewer with many clues about the film. It is a multimodal text made up of graphic elements and textual elements, where every detail has been carefully constructed to communicate with an audience.

1. The closer you look at the poster, the more details you see. Can you think of places this poster might appear where passers by, or readers, would have time to look at the details?
2. What aspects of the poster would you notice if you passed it quickly? Why do you think these elements stand out?
3. Look first at the figures you can see in the poster. What characters do these seem to be? What roles might they play?
4. Now locate the following items on the poster. What meaning or significance might they have in the context of the film as a whole?
 - e. A gun and a set of keys
 - f. An English bulldog
 - g. A series of newspaper cuttings
 - h. A bottle of poison?
 - i. Use your ideas to create a set of predictions about the film.

Trailer

1. Watch the trailer closely, firstly to gain an overview of the film's style and the key elements.
2. Now watch the trailer again, but this time look at one of the following areas in a group. Note down five key points and be ready to explain the importance of these to the overall effect of the trailer:
 - a. Characterisation (dialogue and interaction between characters; costume)
 - b. Genre (consider which genres are suggested here and how)
 - c. Location (interior scenes and location shots)
 - d. Technology and special effects
 - e. Editing (pace, rhythm, transitions)
 - f. Camerawork (camera angles and camera movement)
3. A second version of the trailer will appear on the Film Education site close to the film's release. Use your knowledge of the existing trailer to make three predictions about how the new one might be different. For example, might it include more details about characters? More action, romance or adventure? In what other ways might it encourage audiences to see the film?

Game

The online game linked to the film is detailed and engaging, and requires teamwork: you choose to be Holmes or Watson and pick a friend to play the other role.

1. Why do you think this style of gameplay has been chosen for this film? How does this tie in with the other messages in the trailer and the poster?
2. The game operates via the social networking site Facebook. Why do you think this particular site was chosen to host the game?
3. If you have a Facebook account you can access the game here: www.221b.sh. Explain how the graphics, the gameplay and the overall design fit in to the overall marketing campaign for the film.