

PART ONE

DEFINE THE SINGULAR TOPIC FOR THE COURSE
& AN ARRESTING TITLE WITH POSITIONING

THE *SUBJECT MATTER* OF YOUR COURSE

THE " *MOVIE TITLE* " OF YOUR COURSE

DESCRIBE SOME *STRIKING VISUALS* THAT
COULD MAKE THE POSTER ARRESTING

WHAT'S THE *TAGLINE* OR SALES BLURB ?

STUDENT *BENEFITS*. WHY WOULD THEY *CARE*?