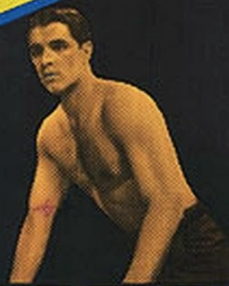


A new-
and altogether
different-
screen
excitement!!!



ALFRED
HITCHCOCK'S

REVERENT CRIMINALS

starring
ANTHONY
PERKINS

VERA
MILES
JOHN
GAVIN

co-starring
MARTIN
BALSAM
JOHN
McINTIRE

and
JANET
LEIGH
as
MARION
CRANE

Directed by
ALFRED
HITCHCOCK

Screenplay by
JOSEPH
STEFANO

A PARAMOUNT
Release

Poster analysis

Goals :

- Show the reasons why this poster could be regarded as scandalous in 1960.
- Understand the strategic choices of Alfred Hitchcock.



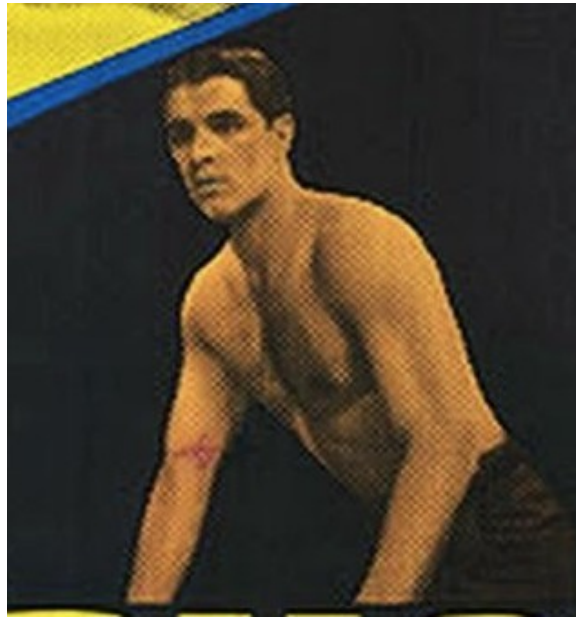
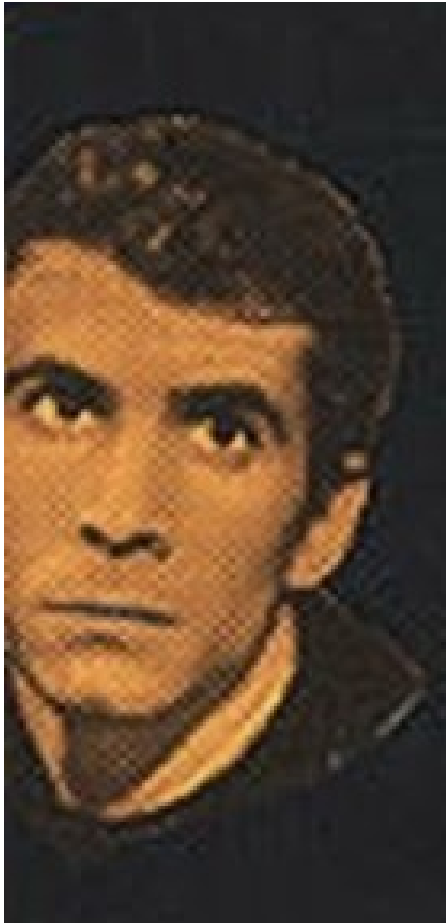
1. What are the main features of this poster ?



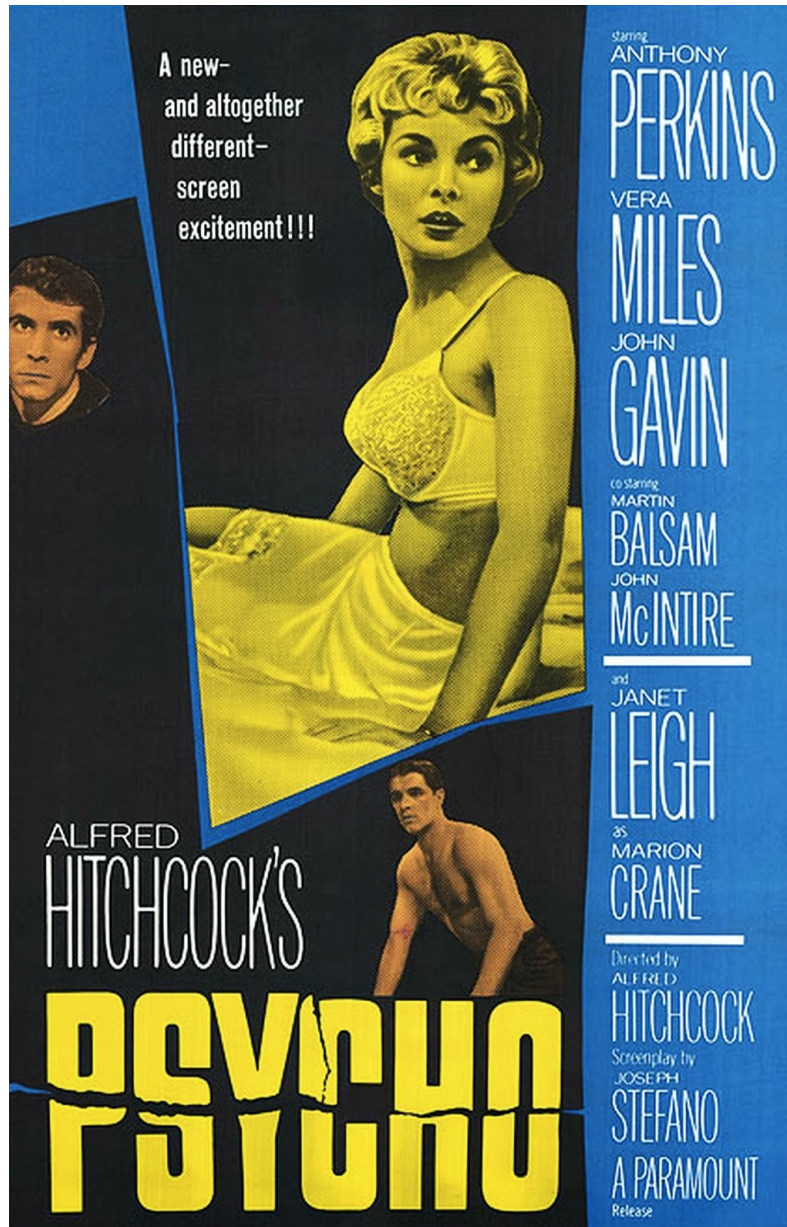
2. Which clues are given by the title and his typography ?



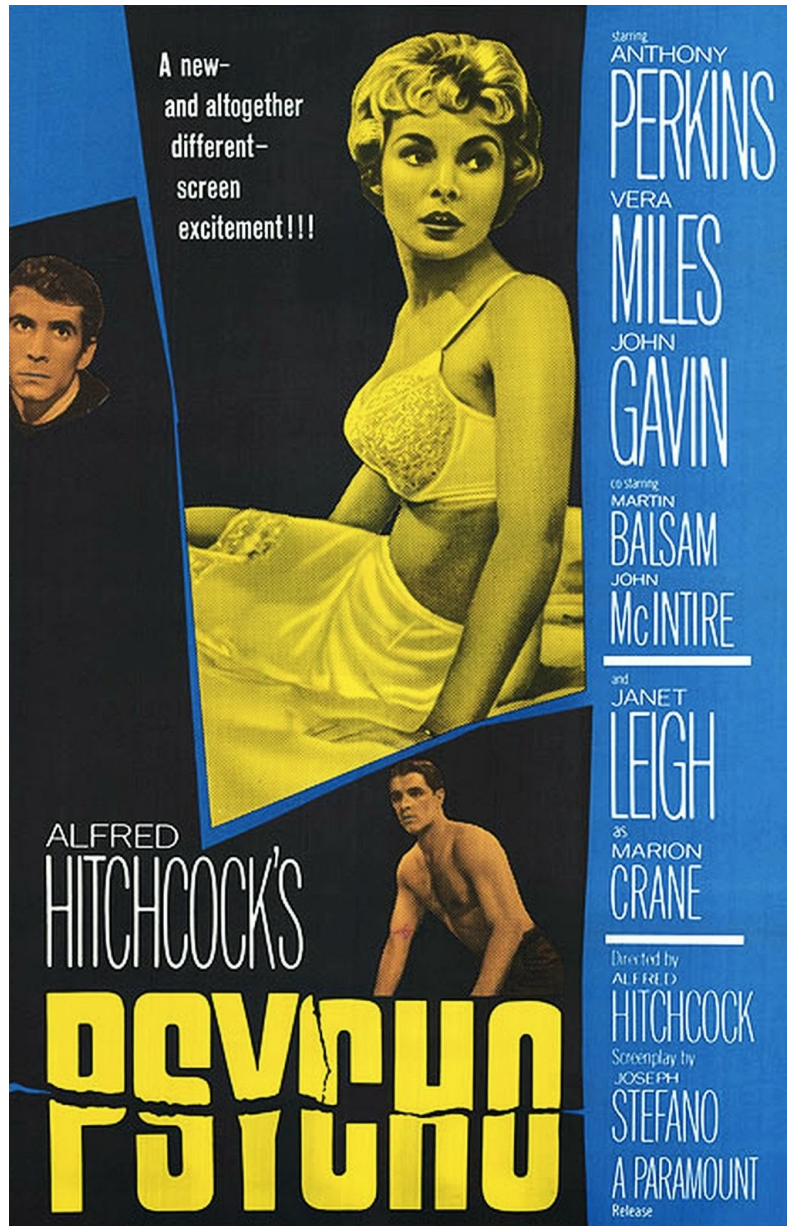
3. Can you tell us why this still could be seen as scandalous in 1960 ?



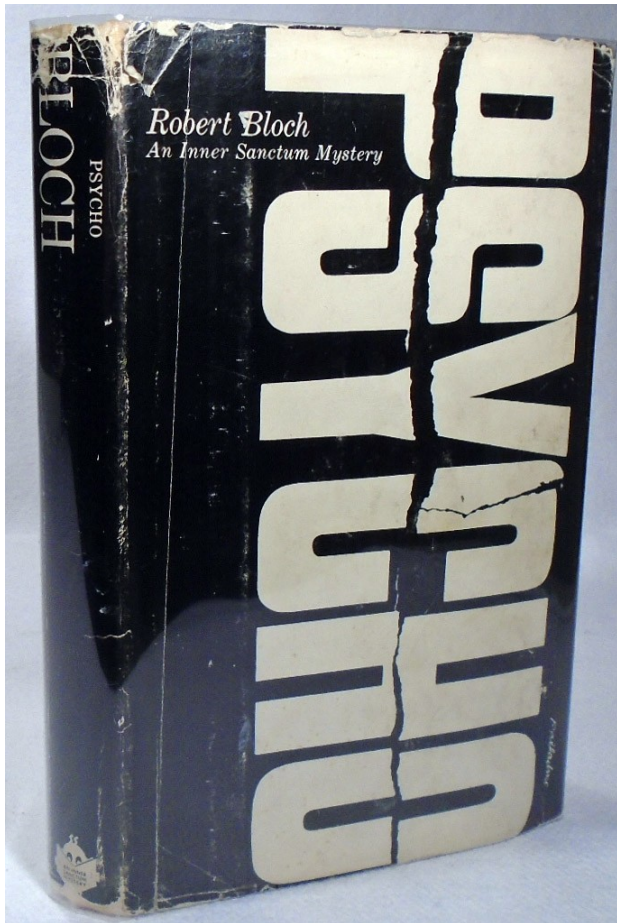
4. Which indications are given by those two male images ?



5. Show us that the name of the director is set apart ?



6. Quels éléments de l'affiche sont susceptibles de créer le trouble chez le spectateur ?



7. Which part of the book's original cover appears on the poster ?

Then, look carefully at the following posters.
Could you detect the new elements on these
posters ?

Affiche française



Affiche italiana



Affiche espagnole

