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# The Psychology of Film Posters: Color, Composition and Impact

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## Abstract

This research paper explores the psychological principles underlying film poster design, focusing on color psychology, visual composition, imagery, typography and emotional impact. Through a comparative analysis of 2024 Hindi blockbuster Indian films—Maidaan, Chandu Champion, Article 370, Amar Singh Chamkila, Fighter, Shaitaan, Laapta Ladies—we investigate how poster aesthetics influence audience expectation, and engagement. This study employs a qualitative, comparative visual analysis, supplemented by conceptual insights from colorimetric profiling and to evaluate how effectively these posters communicate the films' themes and genres, and how these factors potentially influence audience receptions.

**Keywords-** Design, Color Psychology, Visual Composition, Audience Perception, Emotional Impact, Film Marketing, IMDB Ratings, Poster Aesthetics, Visual Analysis, Colorimetric, Psychological Design.

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