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Step 1 Look closely

1. What do you notice about this image?
2. What is one word that you would use to describe the mood of the image?
3. This is a movie poster. Based on the imagery, what do you think this movie might be about?

Step 2 Learn more

This is a poster for the 1955 Fellini film originally titled *Il bidone* (*The Swindler*). The film, set in Italy, is about a group of criminals who dress up as priests and monks to swindle and cheat poor farmers of their savings. In Poland the title of the film was *Niebieski ptak* (*Blue Bird*); in Polish, "blue bird" is a term used for a con artist.

Jan Lenica created this poster to advertise this film to a Polish audience. In 1983 he said of it, "For the first time I began to develop a personal interpretation, with a particular Polish resonance. The original title of Fellini's film, *Il bidone*, was completely different. But it is a story about a con man, and in Polish a 'Blue Bird' is exactly that."

Lenica considered this poster a personal favorite. The poster was awarded the 1961 Toulouse-Lautrec Grand Prix at the Second International Film Poster Exhibition in Versailles.



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Image: Jan Lenica. *Niebieski ptak* (*The Blue Bird*) (Poster for the 1955 film *Il Bidone* [*The Swindler*], directed by Federico Fellini). 1957. Lithograph. Gift of the designer. © 2022 Artists Rights Society (ARS), New York / ADAGP, Paris

Step 3 Activity: Design a movie poster

Suggested materials: large piece of paper, pencil, colored pencils, markers, or crayons. Optional: letter stencils, collage materials (magazines, newspapers, scissors, glue)

1. Think of your favorite book, TV show, or movie that you would like others to know about.
2. What are the elements that are important in the book, movie, or TV show that you chose? Consider the following:
 - a. Who are the main characters?
 - b. What are some important events that happen in the story?
 - c. Where does the story take place?
 - d. What is the mood?
 - e. What are some other symbols or images that can represent the story?
3. Design a poster that will convince others to want to read your selected book or see your favorite TV show or movie. Consider the images you want to include (you can either draw or collage from magazines), design elements such as color and composition, and lettering styles.

Step 4 Share!

Share your movie poster with your classmates and see if you captured their interest. Or you can email the poster to us at MoMA: schoolprograms@moma.org.