

# Analysis of a DVD Cover

This would give them the main information they need just by looking at it on a shelf.

The side cover of the DVD, includes mainly all of the information from the front of the cover.

The title is bold and eye catching. Stands out the most. I like the way the font has been designed to relate to the character "shrek".

Special features are an important trend to the buyers. They want a DVD with lots of special features to look at even after the film.

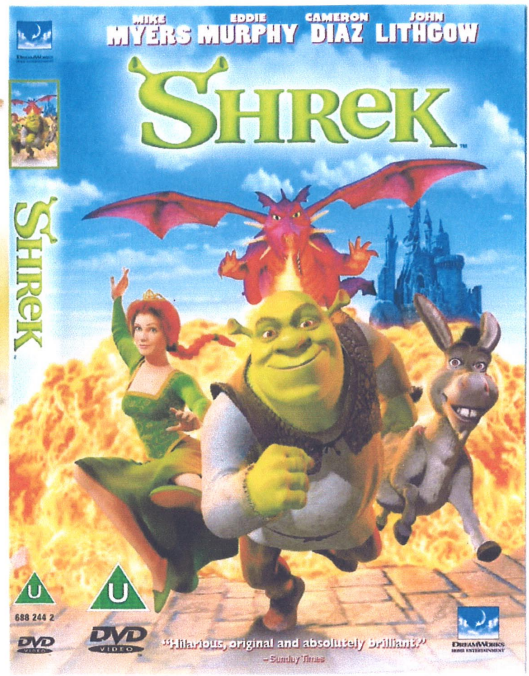
The blurb and special features are printed clearly on the back, along with another image.

The blurb provides the audience with an easy way to find out the main storyline.

Large images have been used which stands out as a whole background.

Ratings are important for the audience so that people can check the film is appropriate. It sets the film to the correct audience.

Other details include, cast members, producers and much more with the logo of the makers - Dreamworks.



DVD