

Christopher Courtois claims that these aesthetic constructions are tried and tested techniques, that have worked well in the Hollywood market, and which allow the “public to know almost unconsciously what kind of film they are going to see” (as cited in Béghin-Bastoul 2012).

Standardization of aesthetic constructions similar to that of “big” and successful movies diffuse the feeling that this is also a “big film” amongst the audience, therefore giving a competitive advantage (Courtois 2014).



**Figure 15** I Kill Giants  
Directed by Anders Walter (2017)  
Poster design by RLJ Entertainment, Inc.