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Next stop, Hogwarts Express.

The infamous cursed child, better known as Harry Potter, is one of the most well-known franchises in the world. My Pop Icon is the Harry Potter franchise, originally written by J.K. Rowling. Daniel Radcliff, who portrays the main character Harry Potter in the movie series, wasn't well known before the franchise, but may be one of the most recognizable faces in movies today. Starting when he was only 13 Harry Potter, as well as the franchise, increased to grow as more and more people became fans in the eight years the films were made. Three main symbols stick out to me when I think of the Harry Potter Franchise. The three things that remind me of the franchise are the Harry Potter series of movies, the Deathly Hallows symbol, as well as the Harry Potter World Theme Park at Universal studios. To begin with, the Harry Potter movie series represents the Harry Potter franchise in the most popular and easily accessible way, that is, a motion picture. Saying that this brand is successful due to its eight movies and that it's worth the watch is mostly true. The Deathly Hallows symbol, being more specific, is less well-known but extracts more emotion from the audience due to it being known only to those who have watched the film. This artifact positively effects the franchise by showing up on a daily basis as a constant reminder of the movies. Harry Potter World at Universal Studios is another excellent example of J.K. Rowling's brand, as it allows visitors and fans to immerse themselves in to the fantasy world that is Hogwarts School of witchcraft and wizardry.

First off, I chose the most recognizable and popular artifact of the franchise, which is, the Harry Potter movies. This is such an important part of the franchise due to it being so easily

accessible and allowing all people to enjoy themselves in the story if they don't have time to read the books, or any other reason. Filmography is the way that this artifact reaches its viewers. The skill of the directors and the actors truly take the movies to an entirely new level. They provide the viewer with a concrete visual of the story line and characters, but at the same time leaves some of the story with the mystery that this story relishes in. Creating the Harry Potter story on such an easily accessible way is vital to the success of this franchise. For some, all one would have to do is travel to their local Blockbuster or [Wal-Mart](#) and purchase the movies. DVD's allow the story to be shared with friends and also to be watched anytime one wants to for as long as they have that DVD. Offset from DVD's, the Harry Potter movies can be found in movie theatres as well. If one did not get a chance to watch them in the movie theater when they were first released, then one can watch it in certain movie theaters that have "throwback" days. Another reason that this aspect of the franchise has become so crucial is because its audience is so diverse and open. The audience for this series is anyone who craves adventure, fantasy, romance, comedy or action. The way that this artifact was styled and designed is truly impeccable. The films are designed in a chronological order starting from the main character Harry Potter's eleventh birthday until his 21st birthday at the end of the 8th film. The style of the movie is suspenseful. The design of this movie was done in a way that allows the audience to truly get to know the character and fall in love with them. Following the three main characters, Harry Potter, Hermione Granger and Ron Weasley, and the daily adventures and strife they face for eight years allows the audience to feel as if they are part of the story as well. The purpose of this style and design is to do exactly what it does, immerse the viewers in the story line. It actively engages the audience into the story of Harry Potter until the story is finished. The genre of this artifact is a Narrative. This artifact affected the Harry Potter franchise positively. The

movies exponentially increased the popularity of the brand by promoting an easier way to experience the story.

The second artifact that portrays the Harry Potter franchise is the Deathly Hallows Symbol. The Deathly Hallows Symbol has a multitude of real life applications that one may see on a daily basis. Ranging from bumper stickers to fancy jewelry, this iconic symbol, with its unique and intricate design, reaches a significantly large audience that can relate this artifact to their love of the Harry Potter franchise. The reason this artifact is so crucial and popular is because it comes with real life applications such as jewelry and bumper stickers. These items allow fans to have a physical piece of the franchise wherever they go. Another reason why this symbol is popular is because this symbol is only applicable to those who have known the story of Mr. Potter. The tone of this symbol is secretive and powerful due to it only being known by those who have heard or seen the story of Harry Potter. The tone is powerful because it evokes the emotional connection between the viewer and the story behind it. The way that this artifact is designed is so that it is familiar to those who know of it, but is just a random collection of shapes to those who do not. The purpose of this design is to show that one is a fan and express your passion and love for the franchise. The genre of this symbol is informative. This is a symbol of the brand that contributes to the franchise by continuously acting as a reminder of the story.

The third artifact I chose is the Wonderful Wizarding World of Harry Potter at Universal Studios. This artifact is, in reality, a huge theme park visited by people across the globe. This theme park is filled with rollercoasters, refreshments, and cute shops. There are plenty of advertisements located everywhere throughout Harry Potter Blogs, Universal Studios, and its neighboring park Islands of Adventure. These advertisements come in the form of commercials, magazine advertisements, pamphlets, and tourism centers everywhere. This symbol has a huge

impact on the franchise because it can reach such a broad audience. The audiences that this includes are tourists, fans, rollercoaster lovers or anyone who loves to have a good time. The style of this artifact is one of great proportions and expense. The creator of this park clearly stopped at no expense with the creation and planning of this park. Styled in a way to be identical to the description in the novels and films. It's designed in such a way that it replicates what it would be like to live and roam in the Wizarding World of Harry Potter. The reason it is designed in this way is to fulfill the dreams of every fan. The amusement park is both informative and persuasive. It is informative because it shows the visitors many characteristics of the Harry Potter franchise that they may not have known yet. It is also persuasive because when tourists go to the park, they go through Harry Potter World and due to their instantaneous enjoyment, they have, they will be persuaded to learn more about the franchise. This park has tremendously expanded the franchise in so many ways. Some of the ways it promotes the franchise include: it generates income and it increases the fan base.

Thanks for visiting the Wonderful Wizarding World of Harry Potter! This brand is one of the most recognizable franchises of today's popular culture. When this brand first came out, everyone fell in love with it immediately. Due to it being able to reach any audience member in some way, it has obtained such a great popularity rating and solid fan base. Whether or not you are an orphan like Harry Potter, or a single child, like Hermione Granger, or one of many children, like Ronald Weasley, I'm sure that anyone who learns of this franchise can connect to many of the characters on a personal level and fall in love with it as I have and so many others along side of me. This brand is important because it connects people from across the world by allowing them to share the common interest of Harry Potter. Harry Potter fans are everywhere, sometimes hidden, and other times not. This means that the brand will continue to last and

prosper, if not grow for years to come. J.K. Rowling has inspired many across the world and built a forever lasting fan base by creating the Harry Potter franchise and the many other series that stem off of the original eight Harry Potter novels. Hidden or not, the fans are everywhere; The best way for one to know is to be a fan oneself and strike up a conversation. Chances are the majority of people will share the common interest of Harry Potter's story.