

FALL FESTIVAL – VARSITY DIVISION

GRAPHICS/PUBLICITY

What do we have to do?

- You have to create publicity for the designated play, as though your school were actually producing this play.
- You need a four- to eight-page (4-8 page) program, a poster or flyer, and a publicity plan. You also need a notebook and a concept paper. All of these are MANDATORY.
NOTE: Varsity used to do just a 4-page program. This changed in 2017.
- You also need a verification form signed by your teacher that says students did all the work and didn't spend more money than allowed.
****The Verification Form is the last page of this pdf.*
- If you have additional ideas about publicity, those go into your theoretical budget.

What exactly is a 4-8 page program?

- Take a sheet of letter-size paper (regular size used by most printers), fold it in half, and you have four pages. However, you can use any size paper you can work with.
- Do the same thing to another sheet of paper the same size. If you put that folded paper inside the first one so the folded edges are together, you have eight pages.
- Take one of the folded sheets, cut it in half down the fold, and put one of those pieces inside the folded one. Now you have 6 pages.
- Full sheets of standard 8½" x 11" paper (letter-size), used front and back, will also work for programs. Each side of the sheet counts as 1 page.
- If your program is 4 pages folded, it does not need to be stapled.
- If your program is 6 pages, with a single sheet inside a folded paper, it's a good idea to staple it once along the left side of the cover, but not very far in. Otherwise, the single pages will be all over the floor at the end of the show. However, it's not required.
- If your program is 8 pages, it can be 2 sheets of paper folded together. The best way to staple this type of program is to fold it flat and put one or two staples exactly on the fold line, going through both sheets. However, this takes a special "deep throat" or "long neck" stapler, and you might not have one. It's okay not to staple it.
- Stapling in the fold like that is called "saddle-stitching." If you use 1 staple, it should be near the middle or just slightly above. If you use 2 staples, one should be about an inch above the middle, and the other about an inch below, so the staples are about 2 inches apart.
- If your program is single sheets of paper, not folded together, you should staple it along the left edge of the cover so that it opens like a book, or in the top left-hand corner. Just so you know, it's not as impressive if it's only stapled in the top left corner.
- When you're deciding how to create the program, remember that you would normally have to make 1 copy for each person who comes to see the play. Right now, you're only making 1 copy to show the judges. But could you duplicate it easily?

continued

What do we put in the program?

- This is the kind of program handed to an audience member as they walk into the theatre to see the play.
- The front page will be the cover for the program. You could use the same graphic design as you have for your flyer or poster, modified to fit on the cover. Or you could create something new. Your choice.
- If you're using the same design from the flyer/poster, remember not to put address or contacts on the program cover. That's not where they belong in a program.
- The inside and back pages will have whatever information you're providing – maybe a synopsis (short summary) of the play, or the cast (who's playing what part), the list of scenes or songs, whoever gets credit for work on the play or for sponsoring it so you have enough money for the production, etc.
- Fill the 4-6 pages attractively with all the information you'd like to provide for the audience.
- Two things you CANNOT have: the real name of your school, and blank sections on the program pages, such as a section for autographs. Not Allowed.
- Instead of your real school name, you can make one up, or use Shakespeare High, or perhaps name your imaginary school for the playwright or a superhero. It's up to you.

What about the poster or flyer? Does it matter which? What's the difference?

- You can do either a poster or a flyer.
- A flyer is letter size (the size paper used in most printers), and is the kind of thing you might hand out to people to tell them about the play, or post on bulletin boards around the school.
- A poster is larger, and can be whatever size you can manage. It would go on a wall somewhere and has to attract attention.
- Whichever one you're doing, it must give people the information they need so they can get to the play. It also needs to be interesting, so they will want to come.
- Again, do NOT use your real school name. Use the one you made up for the program.

How much money can we spend?

- You can spend no more than \$100 total on what you bring to festival to show the judges.
- If someone gives or lends you something, you have to find the fair market value of it on the internet, print a page that proves what it would cost, and include that in the \$100 total, or bring the receipt showing what they paid for it.
- Save all your receipts and your print-outs from the internet and bring them in case the judges ask for them.

continued

What's the publicity plan?

- The publicity plan does NOT involve real money. This is theoretical money. The publicity plan for Varsity asks you to decide how you would spend \$1,000 publicizing the play.
- The theoretical cost of printing show programs and publicity posters/flyers does NOT get included in the financial total for your theoretical budget. Your pretend budget is for you to be creative and have some fun getting the word out about your show!
- You would list in your plan what you plan to spend the money on, how much would be needed for each item, and when it would happen.
- For instance, you could decide to take out a newspaper ad, buy time on a local radio station, or put up posters around town. You might decide to have t-shirts related to the play, or baseball caps, or some other item that would help advertise the play and get people interested. Be creative.
- You would probably also involve social media, so where would you put information and how would you get people to notice and want to pass it on?
- MANDATORY: you must figure out how you could spend the entire \$1,000 on publicizing the play. That's the point of doing the publicity plan.
- NOTE: You could spend part of your \$100 real money to show the judges some of the things listed in your publicity plan.

How many people can work on this?

- Involve as many students at your school as you like.
- The presentation team at festival will have 1 to 4 students. At least one of those students must have been on the design team and know all the reasons for your choices and decisions.

What will the judges expect?

1. You must have the mandatory items, starting with program, poster or flyer, and publicity plan showing how you might spend \$1,000.
2. You must have a notebook and concept paper, showing all the research you have done and the work that went into preparing your publicity.
 - ****Instructions for the Notebook and Concept Paper are on page 5 of this pdf.*
3. You must have a form signed by your drama coach that says all the work was done by students, and verifies how much money you spent.
 - Print a copy of the Verification Form and get it signed before festival.
 - ****The Verification Form is the last page of this pdf.*
4. You must have a presentation team of 1 to 4 persons to tell the judges about your work.
 - The presentation can take up to 8 minutes.
 - The judges may or may not ask questions after your presentation.

What if we don't have everything?

- You'll still do the presentation, but you won't get as high a score.
- You'll still get share sheets with judges' comments.
- However, if you are missing any required element, you may not be eligible for a trophy, regardless of the number of schools entered.

continued

What do we say in our presentation?

- Bring your Publicity Plan to life! Show the Judges some of your more creative ideas in real time. This could involve a short acting presentation.
- Talk about the items listed under RESEARCH on the Notebook and Concept Paper guide, but you can do it in any order that seems natural for you.

Suggestions for things to talk about:

- Why your publicity ideas are a terrific way to get people to come see the show
- Why you selected whatever is on the cover of your program
- Why you selected the design you chose for your poster or flyer
- What research you did about the play, the characters, the time period, etc.
- What themes or values or content of the play you chose to express with your designs
- Problems you had, and how you solved them
- How many other students besides the presentation team were involved (if there were more – there might or might not have been), and how you divided up responsibilities
- What you learned from working on this project
- What you might do differently next time
- Your greatest successes and personal rewards from working on this project, and your reasons for feeling that way

What are the judges likely to ask us?

- If the judges ask questions, they might ask:
 - How does your graphic design fit the theme(s) of the selected play?
 - How do the graphic design poster/flyer and the program cover support your concept?
 - Do you feel the written information on your graphic design is easy to read?
If it's a poster, is it easy to read from a distance?
 - Did you realize your program was mostly words with little visual imagery?
 - How do the major elements of your Publicity Plan support the theme(s) of the play, as well as your selected concept?
- If the judges don't ask questions, don't worry. You may have answered everything in your presentation.

GRAPHICS/PUBLICITY:

A GUIDE TO THE

NOTEBOOK AND CONCEPT PAPER

I. TITLE PAGE

1. School Code
2. _____ Division Festival
3. Title and author of play

II. TEACHER'S SIGNATURE SHEET (see E3–28)

III. CONCEPT PAPER (1–2 pages maximum)

Please write in short, simple sentences.

A. Essential Play Information

1. Title (again)
2. Author (again)
3. Genre (tragedy/comedy, etc.)
4. Historical period/cultural context
5. Settings and time passage
6. Style (romantic, etc.)

B. Interpretation of Play

1. Very brief plot summary — key conflict/resolution
2. Significant roles played by key characters
3. Dominant theme or message
4. Playwright's intent — How play reflects author's purpose

C. Designers' intent — Values of the play/playwright that the designers are committed to expressing through their designs

1. Mood, emotional tone, meanings
2. Stylistic and/or practical design goals

IV. RESEARCH

The following are **recommendations** of things to include in this section. Include as few or as many as are appropriate for each entry.

- A. State specific design choices and explain in more detail how they help to communicate the practical needs, as well as meanings, emotions, and stylistic goals stated in the introduction.
- B. Program cover and flyer (optional T-shirt and tickets) (Explain in more detail how they support the play based on the characters, their actions, the time period, script requirements, and authentic research)
- C. Practical choices — cost, time, materials, ease of use, ease in staging
- D. Artistic choices — color, texture, line, shape, composition, silhouette, balance, terminal accents, special effects
- E. Artistic license — unique choices based on an artistic vision (visual metaphors)
- F. Special design problems faced and how you resolved them
- G. Changes that you would make a second time and why
- H. Your greatest successes/personal rewards and why

CA Theatre Arts Standard
3.2 - Advanced
Students design theatre pieces
in specific theatrical styles
including classics by such
playwrights as Shakespeare.

GRAPHICS/PUBLICITY VERIFICATION FORM

One copy of this sheet must be filled in and signed for the budget/publicity design entry. The participant must include it in the mandatory notebook.

SCHOOL CODE: _____

CREATOR'S NAME(S): _____

TOTAL COST OF DESIGN: _____

I verify that the accompanying budget/publicity design was conceptualized and created by student(s) enrolled in the above school indicated by code. I further verify that this design has never placed in any DTASC competition prior to this date and that expenses did not exceed one hundred dollars (\$100).

Signature of Creator/Designer

Signature of Director/Sponsor

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