Kid-Friendly Tech

Fall Festival
Middle School Division

Graphics and Publicity

This packet contains:

- Answers to what you actually have to do in this event

- Directions for writing the Concept Paper (and what it is)

- Directions for creating the required notebook

- Verification Form and Checklist for notebook

- Sample Expenditures form – how to report your spending

- Some questions a judge might ask

Note to anyone reading this:

Feedback requested. What needs to be explained differently? What seems to be missing? What needs changing? What's not necessary?

Tell your drama coach to pass your comments on to DTASC.

You will be helping DTASC create better directions for students to follow. Thank you.

Fall Festival — Middle School 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 MUST HAVE all of the following:
    - ✓ a four-page (4-page) program
    - ✓ a poster or flyer (either one)
    - ✓ a publicity plan using a theoretical (make-believe) budget
    - ✓ a Notebook and Concept Paper (directions included in this pdf)
    - ✓ a Verification Form & Checklist (form included with this pdf)
    - ✓ an Expenditures sheet (sample included with this pdf)
    - ✓ receipts or proof of fair market value
- The forms go in your notebook.

What exactly is a 4-page program?
- Take a sheet of letter-size paper (regular size used by most printers), fold it in half, and you have four pages. You can use any size paper.
- 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.

Do we have to staple the program? How should it be stapled?
- If your program is folded, it does not need to be stapled.
- 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.
- For a real play, you make 1 copy of the program for each person who comes to see it. Right now, you're only making 1 copy to show the judges.
  Could you make lots of copies easily, if this were a real program?

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. It needs a graphic design.
    - It could be the same graphic design as your flyer or poster

- Or you could create something new
- Your choice
- If you use the same design from the flyer/poster, remember the address and contacts usually go inside the program or on the back. (It's not a rule.)
- The inside and back pages will have information. Some suggestions:
  - ✓ a synopsis (short summary) of the play
  - ✓ the cast (who's playing what part)
  - ✓ the list of scenes or songs
  - ✓ credits for those who worked behind the scenes on the play
  - ✓ a list of sponsors
  - ✓ interesting information about the actors, the plays, or whatever
- Fill the 4-6 pages attractively with all the information you'd like to provide for the audience.
- Two things you CANNOT have:
  - CANNOT USE the real name of your school
  - CANNOT HAVE blank areas, such as a section for autographs.
- 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) or half letter size, 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.
- The poster or flyer must give people the information they need so they can get to the play – when, where, etc.
  It also needs to be interesting, so they will want to come.
- Do NOT use your real school name. Use the made-up one from 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 for your presentation, 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.

- See the Sample Expenditures page in this pdf to see how to figure the cost for various items.
- Save all your receipts and print-outs from the internet and include them in your notebook.

What's the publicity plan?

- The publicity plan does NOT involve real money. This is theoretical money. The publicity plan for Middle School asks you to decide how you would spend $250 publicizing the play.
- Do NOT include printing costs for programs, poster or flyer.
  Your pretend budget is for you to be creative and have some fun getting the word out about your show!
- List 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 air 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 $250 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 6 students. At least one of those students must have been on the design team and know all the reasons for your choices and decisions.
- Your presentation team should include someone who is comfortable talking to a group.

What will the judges expect?
1. You must have the mandatory items, starting with <u>program</u>, <u>poster or flyer</u>, and <u>publicity plan</u> showing how you might spend $250.
2. You must have a <u>Notebook</u> and <u>Concept Paper</u>, showing all the research you have done and the work that went into preparing your publicity.
   - Instructions for the Notebook and Concept Paper are in this pdf.
   - Please follow them.
3. You must have the <u>Graphics/Publicity Verification Form</u> and <u>Graphics/Publicity Checklist</u> (together on a page in this pdf).
   - Print a copy of the Verification Form and Checklist.
   - Fill them out and get the page signed before festival.
   - Put the page into the back of your notebook.
4. You must have a <u>detailed list of expenditures</u> in your notebook.
   - A Sample Expeditures page is in this pdf.
   - It shows you:
     - ✓ how to figure costs
     - ✓ how to get fair market value if something is donated
     - ✓ what to do if you lose a receipt
     - ✓ how detailed you need to be
   - The expenditures page is the last page of your notebook.
5. You must include <u>receipts or proof of fair market value</u>.
   - See the Sample Expenditures page for examples of this
   - You can add these to your notebook by putting them in an envelope fastened to the inside back cover.
   - It's okay to glue or staple pages of receipts for your notebook, but the envelope is easier.
6. You must have a <u>presentation team</u> of 1 to 6 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.

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 your 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

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

II. 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

III. 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

IV. Expenses page, Verification Form and Checklist page, Receipts or proof of fair market
    value of items. (see E3–28)

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

GRAPHICS/PUBLICITY CHECKLIST

____ 1. Notebook is ready for judges. It has these items in this order:

    ____ Title Page, with School Code, Division, Title & Author of Play (or Theme) for this year

    ____ Concept Paper, following all the guidelines

    ____ Research section:

        ____ details of our research   __ sketches   __ problems solved

        ____ our choices are practical & will build enthusiasm for the play

        ____ when and where our material would be used   __ unused ideas

    ____ Verification Form and Checklist (this page)

    ____ Expenses Page, showing how we spent our money

    ____ Receipts and/or other proof of money spent

____ 2. We have created a program with the required number of pages for our division:

    ____ Varsity: 4-8 pages   ____ JV: 4-6 pages   ____ MS: 4 pages

____ 3. We have created a poster or flyer for the play.

____ 4. We have created a budget for our proposed publicity within the amount of money we were allowed:

    ____ Varsity: $1,000 max   ____ JV: $500 max   ____ MS: $250 max

    ____ We did not include printing costs for programs or poster/flyer in our budget.

____ 5. In our budget, we have explained how the theoretical money would be used to get people excited to come see the play.

____ 6. We have not spent more than $100 total on actual materials for our presentation.

____ 7. All the work on this tech project has been done by students.

____ 8. Our group will be able to answer any questions the judges might ask.
If there are several in the group, others of us could choose to answer.

____ 9. I will report on time for my tech presentation, with all my materials and all members of my group.

____ 10. Varsity ONLY: I will find out what section we're in, and be on time for that section.
I understand that sections will be announced after roll is taken in our tech room.

TECHNICAL THEATRE EXPENDITURES REPORT

This is an example of how to create the Expenditures Report for your tech notebook.
The items listed here show you
- how to list and explain items
- how to figure costs
- how to prove the amount you're claiming on expenses.

> **Remember, if borrowed, found, rented, and/or donated, an item used to create your design must be accounted for financially in your budget!**

FALL FESTIVAL - YEAR - DIVISION
SCHOOL CODE - ZZZ
TECH CATEGORY - SET.S...(or)...COSTUMES...(or)...GRAPHICS

LIST OF MATERIALS USED / PURCHASED / RENTED / DONATED

COSTUME / MAKE-UP (Example)

Materials	Amount Spent
1. Partial bolt of Cotton fabric, donated by a parent. Approximately 15 yards left on bolt. Located equivalent material on Fabrics R Us.com for $3.99 a yard = $59.85 – Printed copy of web page is included to show on-Line price. Only used 7 yards	$ 27.93
2. Bought lace ribbon at Walmart. $8.99 for 25 yard roll. (Receipt included) Used 12.5 yards	$ 4.50
3. Purchased two dresses from Goodwill. (Receipt included)	$ 12.00
4. Bought make-up from Halloween Superstore. (Receipt included)	$ 19.95
5. Two old pairs of Converse Hi-Tops, Donated by students. Found similar pair on eBay for $2.99. (Printed copy of website with price, included)	$ 5.98
6. Eagle necklace purchased from Claire's. (Receipt lost.) Found similar necklace online. (Copy of website with price)	$ 4.95
7. Fabric paint. Had in our classroom. 3 colors used. Joann fabric.com lists each tube at $5.99 each. Used 1/2 from each tube. (Copy of website with listing of Fabric Paint included) $5.99 X 3 = $17.97 ~ 1/2	$ 8.99
TOTAL	$ 84.30

Suggested Follow-up Questions for Technical Categories

<u>Graphics and Publicity (Fall Festival)</u>

Concept
1. What inspired your concept?
2. How did you integrate your concept into your design?
3. What were some challenges integrating your concept into your design?

Program Design
1. How does your program design support your concept?
2. What were the biggest challenges that you faced with your program design and how did you overcome those challenges?

Graphic/Poster Design
1. How does your program design support your concept?
2. What were the biggest challenges that you faced with your program design and how did you overcome those challenges?

Publicity Plan
1. Why did you decide to start your publicity at your chosen time?
2. What do you think would be your most effective publicity? Why?
3. What were the biggest challenges that you faced with your program design and how did you overcome those challenges?