

Student-Friendly Tech Virtual Festival — Fall 2020 All Divisions

Graphics/Publicity

Your teacher has a more detailed version of this design category, with detailed answers to a lot of questions. It tells your teacher exactly what you need to do to complete this project, as well as how to do it. The teacher version should answer all your questions.

This Student-Friendly version just gives you a simple, straight-forward listing of the Required Elements you will need to get started on your design.

Required Elements

1. Play Theme(s) and Design Concept

- You, the other members of the design team (and perhaps even your teacher) have to first select a play to design.
- This year the Tech Design Category is **Open**.
 - ✓ This means you can select any professionally published and/or produced theatrical play or musical.
 - ✓ Come to an agreement as soon as you can and get started designing for it.
- Once a play has been selected, **study it**.
 - ✓ Get to know the **plot** as well as the main **characters** and **what motivates** them.
 - ✓ Determine what **major themes** are contained within the play. (You may decide to design to one or more of these themes.)
- Next you should create a **Concept**. This overriding concept can guide you in creating your designs.

2. Graphic Design Poster / Flyer

- You must design a theatrical poster (or flyer) of your chosen play.
- The two main purposes for a Graphic Design poster or flyer are:

- ✓ Grab the attention of people so they will want to stop what they are doing and look at your design.
- ✓ Your graphic image(s) can tell a story, present characters, any number of things.
- ✓ Once you have grabbed their attention, clearly provide them with information they will need to know:
 - ✓ Name of the play and its author (playwright)
 - ✓ when the performance(s) dates and time(s) are
 - ✓ where the performance takes place
 - ✓ how to contact the production for further information.
- ✓ You can have more Information, if you like.
- ✓ Some poster / flyers list prices, create a made-up Production Company name, or have their school festival code on it (NOT your real school name for the DTASC festival)
- Flyers are usually created on standard 8 1/2" by 11" paper.
 - ✓ Legal size can be used.
 - ✓ Some use that letter-size paper cut in half.
- Posters are larger, usually more colorful, and more impressive than flyers.
 - ✓ A poster can be any size you wish, but keep it within the realm of the realistic.
 - ✓ A good guide would be the sizes that a printing location, like Costco, would offer (11" by 14", 16" by 20", or 20" by 30")

3. Program

- You must create a program
 - ✓ Middle School - 4 pages
 - ✓ Junior Varsity - 4-6 pages
 - ✓ Varsity - 4-8 pages
- The first page is your program cover.
 - ✓ It should have a graphic design, play title, and playwright's (author's) name
- The rest of the pages can be whatever you wish, except there can be NO blank pages or spaces for autographs, etc.
 - ✓ Your teacher has much more information regarding what could be on the pages of a program and possible sizes.
 - ✓ You, members of the design team, or your teacher may have examples of theatrical programs from a professional play or a past one your school has done. Get them and study them.)

4. Publicity Plan

- Create a detailed plan to publicize your imaginary production. Besides posters and/or flyers, what else can you come up with to get people to want to come and see your play!?
- Work with an imaginary budget:
 - ✓ For Middle School you will have an imaginary budget of \$250.00.
 - ✓ For Junior Varsity you will have an imaginary budget of \$500.00.
 - ✓ For Varsity you will have an imaginary budget of \$1,000.00.
- Your budget is not for printing of posters/flyers or your program. It is there for you to come up with fun and creative publicity ideas.
- Your teacher has a list of some possible ideas.
 - ✓ Whatever you come up with, you must produce a list of activities, events, projects, etc.
- How much would these cost to create / produce?
 - ✓ Provide "receipts" (these can be printed from an on-line site, or an invoice from a store (not one you physically went to, please maintain safety protocols), sent to you via USPS mail or email, or copied by hand.
 - ✓ Keep a running expenditure total and any projected profits from fundraisers.
- Consider creating a "Time line" to show the judges when events, fundraisers, and other activities would take place prior to opening night / closing night of your production.

5. Concept Paper / Research Notebook / Verification Form / Checklist

- The **Concept Paper** is a document written by you, following the directions on page E3-24 or on page E6-32 of the DTASC handbook.
 - ✓ Both pages have the same set of directions.
 - ✓ Your teacher has a copy with the Teacher FAQ.
- The purposes of the Concept Paper:
 - ✓ It gathers together all the essential information about the play, including your thoughts about what's important for your designs
 - ✓ It gives the judges a better idea of how you arrived at the design choices you came up with.
 - ✓ The Concept Paper goes into the beginning of your Research Notebook.
- The **Research Notebook** is just what it says. You need to provide the judges the research you did to create your designs and support your concept.
 - ✓ Your Research Notebook needs to be organized so the judges can easily access the information.
 - ✓ Your teacher has more detailed information on how to do this.

- The **Verification Form** and the **Checklist** on the same page must be completed by you, the other members of the design team and your teacher.
 - ✓ Once filled out and signed, it becomes a part of your Concept/Research Notebook.

6. 8 Minute Timed Presentation for the Judges

- Select a presentation team.
 - ✓ Middle School and JV can have 1-6 members on the Presentation Team
 - ✓ Varsity can have only 1-4 people.
- In your timed, 8 minute presentation, you will introduce yourselves to the judges by stating your School Code, Play Title, Playwright (Author)
 - ✓ You can tell the judges your names, if you wish, but you don't have to. Most students don't.
- You can choose the order for presenting your designs.
- Remember you have a lot to cover and a very short amount of time to talk about the following:
 - 1) The play you selected: perhaps a very brief synopsis, theme(s), and an explanation of your concept
 - 2) Display and discuss your Graphic Design (poster or flyer).
 - 3) Display and discuss your Program.
 - 4) Display and/or present elements of your Publicity Plan.
 - 5) (If time) Point out important sections of your Research Notebook (if you did not already do so when you discussed your designs.)
 - 6) (If time) You may want to include a quick summation of your entire design.
 - 7) Your teacher has a more detailed list for the presentation.
- PLEASE NOTE: No examples of physical designs are allowed to appear in the same "zoom box" / "virtual screen" as any presenter.
 - ✓ The items you cannot show would include: physical makeup designs placed on a presenter's face, a physically constructed costume worn by a presenter, a physically built set model displayed by a presenter, etc.
 - ✓ The only exception to this would be to hold up printed copies of your established design renderings or original hand drawn artwork, such as a graphic design poster, a set or costume rendering created by that presenter.

This is a very complex, but rewarding theatrical design project.

Have fun, be creative, enjoy researching different time periods and locations.

Well? What are you waiting for? Get started!