

Teacher-Friendly Tech FAQ

Virtual Festival — Fall 2020 Varsity Division

Graphics and Publicity

This packet contains:

- Answers to what students actually have to do in this event
- Information about how to turn all this into a video presentation
- 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 spending
- Typical questions a judge might ask
- Websites that might be useful

Drama Teacher FAQ

Virtual Festival — Varsity Division

Graphics/Publicity

What do students have to do?

- Students have to create publicity for the designated play, as though your school were actually producing this play.
- Students **MUST HAVE** all of the following:
 - ✓ Four to eight page (4-8 page) program
 - ✓ poster or flyer (either one)
 - ✓ publicity plan using a theoretical (make-believe) budget of \$1,000
 - ✓ Notebook and Concept Paper (directions included in this packet)
 - ✓ Verification Form & Checklist (form included with this packet)
 - ✓ Expenditures sheet (sample included with this packet)
- The forms go in the notebook.
- A video presentation (maximum length 8 minutes)
 - ✓ Students send it to you, the teacher, for review
 - ✓ You submit it by the required deadline.
- Most of this can be done online and then downloaded for the video.
 - ✓ Screenshots and photos are good.
 - ✓ Students may use whatever software programs they have access to.
- Tech categories may edit the videos to submit, because students will probably be compiling their video from a variety of sources.
 - ✓ Tell your students to make it interesting for the judges, and check that it is!
 - ✓ More details coming up.
- **PLEASE REMIND STUDENTS TO PRACTICE SOCIAL DISTANCING ON THIS PROJECT!**
 - ✓ Any video with students working together in the same screen will be disqualified.

Are students supposed to design online?

- Yes, if they can.
 - ✓ DTASC will provide a list of software programs available. Some will be free; some won't be.
 - ✓ Your school may already have some. If so, try to get access to them for both you and your students.

What do students create online or with the school's software?

- Create an actual or virtual **program** and an actual or virtual **poster or flyer**.
 - ✓ Students may or may not be in school, but they are not supposed to get close together, so they need to communicate by text/phone.
 - ✓ Students may NOT run down to the copy center to get things printed.

What goes 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 the flyer or poster
 - ▲ Or it could be something different - students' choice
 - ▲ For a real play, there would be a copy of the program for each person who comes to see it.
 - ✓ Right now, students are only making one (1) copy to show the judges.
 - ✓ If this were a real program, could more copies be printed easily?
 - ▲ The address for the performance and contact information usually go inside the program or on the back. (It's not a rule.)
- The inside and back pages will have information. Some suggestions:
 - ✓ synopsis (short summary) of the play
 - ✓ cast (who's playing what part)
 - ✓ list of scenes or songs
 - ✓ credits for those who worked behind the scenes on the play
 - ✓ list of sponsors
 - ✓ interesting information about the actors, the play, or whatever
- Fill the 4-8 pages attractively with information for the audience.
- Two things the program 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, students can make one up, or perhaps name it for a playwright or a superhero. It's up to them.

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

- Students 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 could be handed out to people at school or posted on bulletin boards.
- A **poster** is larger, and can be any size. It would usually 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 are students allowed to spend?

- No actual money should be spent on this project.
- However, students **MUST** create a publicity budget.
 - ✓ Keep it realistic. How much does your school usually spend on publicity for your actual productions? Give students that information as a starting point.
 - ✓ The publicity plan will show judges how much money would be needed for each item.
 - ✓ Students must provide documentation to support these theoretical expenditures.
 - Record these in the Concept / Research section of the presentation.
 - Would the drama department need to fundraise to be able to publicize the production according to the publicity plan?
 - If so, what sort of fundraising idea do the students have? Include it.
 - How much money would they expect to raise this way?
 - If no fundraising is needed, they should explain briefly how this all fits into the drama department's budget.

What is a publicity plan?

- This publicity plan does NOT involve real money. This is theoretical (pretend) money.
 - ✓ The publicity plan for Varsity asks students to decide how to spend \$1,000 publicizing the play.
 - ✓ Do NOT include the cost of printing programs or posters or flyers.
- Students will list what they plan to spend the money on, how much would be needed for each item, and when it would happen.
- For instance, they could decide to take out a newspaper ad, buy air time on a local radio station, or put up posters around town. They might want t-shirts related to the play, baseball caps, buttons, bookmarks, or some other item that would help advertise the play and get people interested.
 - ✓ No one is limited to these ideas.
 - ✓ Tell students: **Be creative.**
- Students would undoubtedly involve social media, so:
 - ✓ where would they put information?

- ✓ how would they get people to notice and want to pass it on?
- Students will know: What would get students at your school interested in coming to the play & bringing their families?
- Will any of these publicity ideas bring in money for the school or the drama department? Which ones? How much?
- **MANDATORY** for the Publicity Plan:
 - ✓ Students must write up each method and what it would cost.
 - ✓ Students must include printouts from the web to prove that the prices for these items are realistic.
 - ✓ Students must add up the total and stay within budget (\$1,000 max).

What about the Notebook and Concept Paper?

- **MANDATORY:** Students must have a Notebook and Concept Paper, showing all the research done and the work that went into preparing this project, plus other information.
- Please begin the Concept / Research Notebook with:
 - ✓ A title page showing School Code, Division, Play Title and Author
 - ✓ A Table of Contents page of sections in the notebook, in order from front to back (beginning to end) and their page or slide numbers.
 - ✓ This will let judges have easy access to all the materials.
- The Notebook must also include:
 - ✓ Students' research, and all the work they did to prepare the program, poster/flyer, and publicity budget.
 - ✓ Graphics/Publicity Verification and Checklist (together on a page in this packet)
 - ✓ Expenditures Report
- The Concept / Research Notebook is presented **following** the timed, 8-minute video presentation.
 - ✓ The images of the Notebook are NOT part of the timed presentation.
 - ✓ Judges **MUST** be able to see each page or frame of the notebook clearly.
 - ✓ Video time of 3-5 seconds per page should be about right.
 - ✓ The judges can pause the video if they need to look longer at anything.
 - ✓ This is like leaving the notebook for the judges to look at, after everyone has finished their presentations, just as students would do at a live festival.

How many people can work on this?

- Students **MUST** maintain Social Distancing while working on this project. Try to have them work online or individually, sharing ideas online or by phone.
- Involve as many students at your school as you like, while they create the program and flyer or poster, come up with ideas for publicity, get prices, etc.

- The presentation team for the video has 1 to 4 students.
At least one of those students must have been on the design team and know all the reasons for the students' choices and decisions.
- The design group can decide which and how many presenters will do the talking.
- For the virtual festival only, a student in an acting event may also be a presenter for one tech event, but they should be part of the design team, too.
- Adults are allowed to advise students, or demonstrate how to do something, but they cannot do the actual work. All work must be done by students.

What will the judges expect?

1. Have your students begin by stating your school code, followed by the title of the play and the playwright (author).
2. Students must have the mandatory items, starting with program, poster or flyer, and publicity plan showing how they might spend the money available.
3. Students must include a publicity production budget, listing what they would use as publicity and what each item would cost.
 - ✓ A Sample Expenditures page is in this packet.
 - ✓ It shows:
 - how to figure costs
 - how to get fair market value if something is donated
 - how detailed the information needs to be
 - ✓ The expenditures page is the last page of the notebook.
4. Students must have a Notebook and Concept Paper, showing all the research they did and the work that went into preparing the publicity plan.
 - ✓ Instructions for the Notebook and Concept Paper are in this packet.
 - ✓ Remind students to follow those instructions if they want a good score.
5. Students must have the Graphics/Publicity Verification Form and Checklist (together on a page in this packet).
 - ✓ Print a copy of the Verification Form and Checklist.
 - ✓ Fill them out. You and your students need to sign. You may sign electronically if you wish.
 - ✓ Scan the page or take a photo of it to add it to the online notebook.
6. A presentation team of 1 to 4 persons may appear in the video.
 - ✓ The presentation part of the video can take up to 8 minutes and is for talking about the publicity plan, program, and poster or flyer.
 - ✓ At least one member of the presentation team should be confident enough to do the talking, and know why various choices were made.

- ✓ Following the 8-minute presentation, students show the judges the notebook, page by page, starting with the title page. See details in video section.

What would the judges ask your students, if they could ask questions?

- If the judges could ask questions, they might ask:
 - How does the graphic design fit the theme(s) of the selected play?
 - How do the graphic design poster/flyer and the program cover support the concept?
 - Is the written information on the graphic design 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 this Publicity Plan support the theme(s) of the play, as well as the selected concept?
- Sample judges' questions are on a separate page in this packet. Suggest that students work them naturally into the presentation as complete statements.

What if your students don't have everything?

- It's your choice if you want to submit an incomplete video, but your students will definitely not get as high a score, and might even be disqualified in the virtual festival, depending on what's missing.
- You'll still get share sheets with judges' comments to present to your students.

What do students say in their presentation?

- They **begin** by stating the school code, followed by the title of the play and the playwright (author).
- Then they **bring the Publicity Plan to life!**
 - ✓ Show the Judges some of the more creative ideas in real time.
 - ✓ This could involve a short acting presentation.
- They should talk about the items listed under RESEARCH on the Notebook and Concept Paper guide, but they can do it in any order that seems natural.

Suggestions for things to talk about:

- Why these publicity ideas will get people to come to the show
- Why they selected whatever is on the cover of the program
- Why they selected the design for the poster or flyer
- What research they did about the play, the characters, the time period, etc.
- What themes or values or content of the play they chose to express with their designs
- Problems they had, and how they 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 they divided up responsibilities
- What they learned from working on this project
- What they might do differently next time
- Their greatest successes and personal rewards from working on this project, and their reasons for feeling that way

What should the presentation team do to prepare?

- Plan the talk at least a week before they start recording, and time it to be sure it's not over 8 minutes. (People often talk faster when they're nervous.)
 - ✓ Decide who is going to talk about which part and help them figure out what to say.
- Work out the video plan
 - ✓ Students should decide who is filming each part of the video presentation, who is doing the editing, and what the plan for the video is.
 - ✓ They should try filming segments of the video early so they can see what changes need to be made - better acting voice? better way of showing material in video? better lighting?
 - ✓ Remember, judges need to be able to see clearly what is being shown, and to hear what is being said.

What about that video?

SPECIAL INFO FOR TEACHERS:

- You, the teacher, have a week to submit the video - beginning Oct 17, and ending at one minute to midnight on Oct 24. DTASC needs the next day to get everything sorted for the judges, who will begin viewing on Monday.
 - ✓ You need time to review the videos for all your groups before you submit them, as you are responsible for the content.
 - ✓ Urge students to submit as early as they can.
- If YOU are late submitting the video, you risk not having it judged.

INFO TO SHARE WITH STUDENTS:

- For tech, video may be **edited**. In fact, DTASC **strongly encourages students to edit!** Here's why:
 - ✓ **It will be easier to bring designs to life for the judges.**
 - ✓ It enables students to use **voice overs** as they highlight their designs.
 - ✓ It allows students to show some of the **research photos/downloads/screenshots** while they discuss their research.

- ✓ DTASC will supply a list of software programs that should help with editing. Students may ask for help from anyone at the school or in their immediate family.
- ✓ If students are including answers to judges' possible questions, they cannot simply answer the question without context. They must re-word the question into part of their answer so it all makes sense to anyone who hears it.
- 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.
- **Some tips for recording video:**
 - ✓ Each presenter can be filmed at home, doing their part of the presentation.
 - ✓ Filming of presenters does not have to be done all at the same time - each will be done individually, and they can re-film segments if necessary.
(NOTE: To avoid distracting the judges, the presenter should be in the same place wearing the same thing each time.)
 - ✓ Tech is allowed to re-record segments if necessary, so everything can be as perfect as possible before it's submitted.
 - ✓ The program needs to be shown, page by page, and described.
 - ✓ The poster or flyer needs to be shown and described.
 - ✓ The publicity budget must be discussed in detail, including costs.
- **After the 8-minute presentation, students MUST also show the Notebook.**
This is NOT part of the timed presentation.
 - ✓ Here is the order for the Concept / Research Notebook:
 1. **The title page or card with School Code, Division, Play Title and Playwright (Author)**
 2. **A Table of Contents page** of sections to follow and their page numbers
 3. Follow that with Concept Paper and Research, Checklist and Verification, Expenditures, page by page, for the judges to review.
 - ✓ Notebook pages can be shown onscreen, or turned into PowerPoint, or presented in whatever creative manner students come up with, as long as the judges can see all the pieces.

- ✓ Anything on screen must be large enough for the judges to see and read easily
- ✓ Allow 3-5 seconds of video time for each page.
- Reminder: **Once the entry is submitted to DTASC, there is no do-over**, no matter what mistake someone suddenly discovers.
- ✓ Students should check the video carefully before sending it to you, the teacher. You are the only one who can submit it.
- ✓ The submission window opens Oct 17 and closes at one minute before midnight on Oct 24, 2020.

Students should try to create an additional 30-second presentation

- They do NOT do this until the 8-minute presentation has been submitted.
- This is a short video montage that may be used at the Awards Assembly.
- Please have them begin the montage with a Title Page that includes: School Code, Division, Category, Play Title, Playwright (Author). This title card is not counted towards the montage time.
- Students should spend no more than 5-8 seconds showcasing the poster / flyer, 10-15 seconds highlighting individual pages of the program, and the remaining 7-15 seconds on the most visual aspects of the publicity plan, or they will run out of time.
- The deadline for submitting these will be on the DTASC website by mid-October. Again, only you, the teacher, may submit the videos.

Okay, time to get started.

- If your students have questions and you don't have the answers, contact someone in DTASC. The Contact List is on the DTASC website.
- Have fun with the project, and encourage your students to do the best job they possibly can.
- Both you and your students, Please remember to practice SOCIAL DISTANCING.