

FOR 2023, THE THEME IS GOTHIC/HORROR — STAGE PLAY VERSIONS ONLY (no movies)

	SUPERIOR	EXCELLENT	GOOD	FAIR	LACK OF EVIDENCE
<p>TARGET AUDIENCE, CONCEPT NOTEBOOK AND KEY ART</p> <ul style="list-style-type: none"> ● Explain target audience(s) and how you plan to reach them ● Inspiration & Concept - why we chose logo, color palette, materials, appropriateness, and organization of overall display ● Research - images that show knowledge and understanding of the chosen play, time period and setting ● Artistic license - unique choices based on an artistic vision. ● Student original logo and imagery - either student designed (not borrowed or copied or silhouetted) or one that credits the source of borrowed or copied designs. ● Printed design notebook - Certification of achievement will be awarded to teams who include all of the following printed items in their notebook: <ul style="list-style-type: none"> ○ Title Page (school code, division, design category) ○ Table of Contents ○ Identify Target Audience ○ Key Art Design ○ Theatrical Press Release ○ Identify 3 media outlets and strategy to reach them ○ 2 Publicity Events ○ Design Poster / Flyer ○ Design Show Website Landing Page ○ 2 Advertising Opportunities ○ Create Timeline ○ Theoretical Budget for Marketing and Publicity Plan ○ Presentation Expenses <p>RESOURCES:</p> <ul style="list-style-type: none"> ● Key art - Wikipedia ● Designing Memorable Key Art: Setting the Stage for Effective Theatre Marketing - Trillion Creative 	<p>Work is exceptionally unique, detailed and interesting. Work explores several different options and takes many creative risks.</p>	<p>Work is generally unique, detailed and interesting. Work explores some different options and takes some creative risks.</p>	<p>Work is somewhat unique, detailed, and interesting. Work shows some developing ideas but without a true sense of originality.</p>	<p>Work is occasionally unique, detailed, and interesting. Work shows minimal risks taken. Similar to examples shown in research.</p>	<p>Work lacks unique, detailed, or interesting ideas and does not show originality or risks taken.</p>

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<p>PUBLICITY</p> <ol style="list-style-type: none"> Write Theatrical Press Release <ul style="list-style-type: none"> (Fictional) Producing Organization General: Title of play, author, genre, time and setting Synopsis of the play / musical Concept of the production Cast and Creative Team Production Details: venue, dates, times, ticket prices Identify 3 media outlets (i.e., news outlets, radio and TV stations, social media influencers, etc.) to receive your release and a follow up strategy for each outlet. (Who do you send the release to and how do you convince them to talk about it?) Create and pitch publicity events (create an event that is tied to the show, creates buzz-- to get people talking about your production and buy tickets.) <ul style="list-style-type: none"> MS: 1 publicity event JV: 2 Publicity Events Varsity: 3 Publicity Events <p>RESOURCES:</p> <ul style="list-style-type: none"> How To Write An Effective Press Release For Your Theatre Event TicketSource How To Write A Theatre Play Production Press Release - NewswireJet The Public Theatre - Sample Press Releases How To Get Press Coverage For Your Show NewswireJet The Public Theatre - Sample Press Releases How To Get Press Coverage For Your Show 	<p>Work is exceptionally unique, detailed and interesting. Work explores several different options and takes many creative risks. ALL req's are present & Concept Explanation is SUPERIOR.</p>	<p>Work is generally unique, detailed and interesting. Work explores some different options and takes some creative risks. ALL req's are present & quality is EXCELLENT.</p>	<p>Work is somewhat unique, detailed, and interesting. Work shows some developing ideas but without a true sense of originality. MOST to all req's are present & quality is GOOD.</p>	<p>Work is occasionally unique, detailed, and interesting. Work shows minimal risks taken. Similar to examples shown in research. AIR to most of all the req's are present & quality is FAIR.</p>	<p>Work lacks unique, detailed, or interesting ideas and does not show originality or risks taken. Concept and Press Release are MISSING some or all required elements.</p>
<p>MARKETING</p> <ol style="list-style-type: none"> Using your Key Art, design the following marketing tools: <ul style="list-style-type: none"> Poster / Flyer Show Website Landing Page or Home Page (for this production only) Click HERE for an example. <p>MS- Poster Only JV Poster Only Varsity- Poster & Webpage</p> <p>Your design should include:</p> <ul style="list-style-type: none"> Title of play/musical Author(s) Director Venue (Use a fictional School or Production Company's Name) Performance dates and times Ticket Price(s) Licensing Information Required by Publisher <p>When presenting your marketing tool(s), show or state the following:</p> <ul style="list-style-type: none"> Research has influenced Design Choices Design choices: meanings, emotions, stylistic goals. Practical choices — cost, time, materials, ease of use. Artistic Choices: images (uncopyrighted and original), color, texture, line, shape, composition, silhouette, balance, terminal accents, special effects. 	<p>Work is exceptionally unique, detailed and interesting. Work explores several different options and takes many creative risks.</p>	<p>Work is generally unique, detailed and interesting. Work explores some different options and takes some creative risks.</p>	<p>Work is somewhat unique, detailed, and interesting. Work shows some developing ideas but without a true sense of originality.</p>	<p>Work is occasionally unique, detailed, and interesting. Work shows minimal risks taken. Similar to examples shown in research.</p>	<p>Work lacks unique, detailed, or interesting ideas and does not show originality or risks taken.</p>

<ul style="list-style-type: none"> ● Practicality & professionalism of design. ● Design Challenges & Successes <p>2. Identify 2 paid advertising opportunities to market your production (i.e., posters, street banners, newspaper ad, social media ad, etc.)</p> <p>RESOURCES:</p> <ul style="list-style-type: none"> ● Link to Google Domains, a free website design platform ● Sample Show Website Landing Page or Home Page 					
<p>TIMELINE AND BUDGET</p> <p>1. Create a timeline that includes:</p> <ul style="list-style-type: none"> ● Production Milestones (e.g., auditions, first rehearsal, tech, opening night, etc.) ● Marketing Plan ● Publicity Plan <p>2. Theoretical Budget: (What you <i>would</i> spend--and <i>potentially earn from sales of merchandise</i>--if you fulfilled your marketing/publicity plan). Cannot be more than:</p> <ul style="list-style-type: none"> ● MS \$250.00 ● JV \$500.00 ● Varsity \$1,000.00 <p>3. Presentation Expenses (What you <i>actually</i> spend to prepare your presentation) not to exceed \$100.00</p> <ul style="list-style-type: none"> ● Your presentation should include physical items. (Examples: Poster, T-shirt Design, etc.) If materials purchased or used, proof of receipts required or fair market value noted. <p>RESOURCES:</p> <ul style="list-style-type: none"> ● How to Write a Marketing Plan for Live Theaters - Target Audience ● Target Audience: What is it + how to define it ● Click here for how to do theoretical budget ● Click here for how to do the actual budget 	<p>Work is detailed and includes useful information on target audience, time frame, budget, and logistical choices.</p>	<p>Work is generally detailed and includes information on target audience, time frame, budget, and logistical choices (or most of them).</p>	<p>Work is somewhat detailed and includes very basic information on target audience, time frame, budget, and logistical choices (or most of them).</p>	<p>Work is occasionally detailed but includes very little information on target audience, time frame, budget, and logistical choices (or most of them).</p>	<p>Work detail or interesting ideas and includes little or no information on target audience, time frame, budget, and logistical choices.</p>
<p>PRESENTATION</p> <ul style="list-style-type: none"> ● Professionalism of presenters, overall preparation and clear and organized. ● Prepared oral presentation will not exceed eight (8) minutes in length. ● Pitch your presentation by explaining concept, choices, materials, knowledge of play, characters, location, time period, and how marketing and publicity plan will sell tickets.. ● Must include final design images. 	<p>Work is done with superior care and attention to detail and neatness. Work shows superior understanding and application of the elements of art and the principles of design.</p>	<p>Work is done with excellent care and attention to detail and neatness. Work shows excellent understanding and application of the elements of art and the principles of design.</p>	<p>Work is done with good care and attention to detail and neatness. Work shows good understanding and application of the elements of art and the principles of design.</p>	<p>Work is done with basic care and attention to detail and neatness. Work shows basic understanding and application of the elements of art and the principles of design.</p>	<p>Work is done with minimal care and attention to detail and neatness. Work shows minimal understanding and application of the elements of art and the principles of design.</p>