THEATRE STUDENTS
ALTERNATIVE ASSESSMENT SPRING SHOW
PUBLICITY PROJECT

Purpose: Students who choose or are not able to perform in the Spring Showcase must complete this alternative assessment as means to fulfill their grade assignments for their theatre class. Students will learn how to create a publicity project and present their ideas in front of the class. The student who proposes and designs the best project will be featured in the showcase. Their work will be reproduced to advertise for the show.

1. The following materials are to be presented:

a. poster design

b. ticket design

c. program design

d. two press releases

e. a budget for the publicity campaign and justification of expenses

2. Computer aided design is acceptable.

3. Overall design concept must represent "Musicals throughout the Decades" theme.

4. Only one student may be involved in the design. NO COLLABORATION.

5. All artwork used must be the original work of the student. 6. A bibliography including at least 3 sources is required documenting all resources used including but not limited to written and electronic sources. The bibliography must be in MLA style.

7. Work should be completed IN CLASS AND AT HOME. Students will be borrowing laptops when needed and typing, designing work in class. Students are asked to save all their work on a flash drive so that they can continue unfinished work for homework. As this project will fulfill all participation in production, in class and afterschool rehearsal requirements.

Description: (20pts each)

a. poster design: on 11 x 17 paper including title of show, location it's being held, date and time. Ticket prices should also be included and any other important information. The poster design should have a cohesive theme with the ticket, t-shirt and program design.

b. t-shirt design: On an actual t-shirt (hand painted/drawn or printed) or digital template and drawn. c. ticket design: must have two parts, one for audience member to keep and the second for an usher to rip off and keep. Both parts of the ticket must have the same information. Generally the larger part is for the audience member to keep. Must include a ticket number on the bottom of both parts. Must include title of show, location, date, time and logo or design.

c. program design: including title page, director's note, choreographer's note, conductor's note, order of show with act 1/intermission/act 2, cast members by order of the show listed by musical and song title, advertisement pages, last page special acknowledgements for all who helped including faculty/staff/administration/PTSI.

d. two press releases: an information article and a feature article

e. a sample budget: for the publicity campaign and justification of expenses including price for paper, t-shirt price quotes from printing companies etc. (Note: this budget may be designed for the publicity campaign of a middle school/high school)

Students will be given some information but not all information on the classroom's publicity bulletin board. The information that will be given to the students are location, time, date, names of students, order of show etc. Students should be creative when completing the remainder of the project. Any information not listed should be researched. For example: the sample budget should be researched, going to websites such as www.ticketprinting.com students can quote the price of posters and tickets or they may choose to go to Office Depot and ask how much it would be to make copies. Once the students gather than information they can make a list adding up all proposed expenses.

For an example of presentation and board configuration please watch this video: https://youtu.be/-7nTiz8Grbw

Keywords to YouTube or Google Image: "Publicity Design Thespians"or "Publicity Direction Thespians"

Should you have any questions please email Mrs. Williams
mwilliams@somersetacademysh.com
Last day to turn in: April 29th