

KHS UIL Theatrical Design Competition Guidelines

MARKETING DESIGN

Marketing Design Checklist	
	Inspiration Board
	Marketing Calendar
	Poster Design (11"x17")
	Program Design (including page dedicated to Roald Dahl)
	EITHER: Ad for Special Event OR Study Guide
	Justification Paper

Your work is due to Miss Harris/Coach Ketcham on
MONDAY, FEBRUARY 4 (A DAY CLASSES) by 4PM or
TUESDAY, FEBRUARY 5 (B DAY CLASSES)

You need to purchase a black foam board from the dollar store, Hobby Lobby, etc.

Design Process Tips:

1. Read the Script
2. Analyze the Script
3. Research (Seek out inspiration)
4. Sketch (Experiment with combining ideas)
5. Conference (Discuss your ideas with others)
6. Finalize the Design Idea (Plan for final version as you see it)
7. Render it into a version that allows your vision to be reproduced by the crew of the production.

See attached pages for additional submission details. You may submit as an individual or in a group of four.

Periodic grades will be taken on this project. If you fail to complete this project, you will not succeed this six weeks. Set yourself up for success by using class time wisely.

2018-19 UIL Theatrical Design **MARKETING** Challenge

Students entering marketing will submit a total of (5) plates plus their Justification Paper. They are outlined as follows:

Justification Paper Students will submit a two-page Justification Paper explaining their marketing strategy and why it will work. Emphasis should be placed on explaining how everything will work together to bring audiences in for this production.

Plate #1 Students will still submit a 10" x 15" Inspiration Board showing research from their design process. Items contained in the Inspiration Board should reflect specific research that can be seen applied in the designs. Research is a critical element of this year's prompt and seeing how it is used in the final vision is an important connection to make.

Plate #2 Students will submit a 10" x 15" marketing calendar indicating when all aspects of the marketing campaign are scheduled to occur.

HINT: There are no assigned dates for this calendar. It is totally up to you when and how you plan your campaign. Some theatre companies advertise a year in advance!

Plate #3 Students will submit an 11"x17" original poster design advertising the plays. They should use League High School as the producing organization and include all required information from the publisher** as well as all the information needed to attend the show (when, where, how much, how to get tickets)
The performances should take place May 2nd, 3rd, and 4th at 7:00pm.

**see requirements page from Dramatic Publishing

Plate #4 Students will submit a playbill design including the cast and crew information for the play. Additionally, it should include a page dedicated to Roald Dahl stating how learning about him influenced the production. The playbill should be a minimum of four pages including cover/back and should be 5.5" x 8.5" in finished size. When mounted, it should go onto a 10" x 15" plate in such a way that it can be removed for reading.

Plate #5 Students may select from **EITHER** of the following options.

- A)** Students will submit an advertisement for a special event held in conjunction with the play as part of promoting it. The advertisement will be mounted on a 10" x 15" plate and should include the agenda/itinerary for the event. ...**OR**
- B)** Students will submit an original **Charlie and the Chocolate Factory** Study Guide for children and their parents to enhance their production experience. The Study Guide will be mounted on a 10" x 15" plate and should be removable for viewing. It should be no more than 8 pages total including the cover and include a page for how to involve adults in the learning.

HINT: This is a chance for you to be really creative and come up with a way to draw in more people to an expanded experience or to increase their learning....the possibilities are endless!!

Remember that research is a critical element of this year's prompt and seeing how it is used in the final vision is an important connection to make. This should be accomplished within the program page and the specialty event or study guide.