



THEATRE CRAFT MANAGEMENT OF A PRODUCTION

Below is a list of considerations and guidelines for individual participants when developing the framework for producing a play. This details the individual rolls and tasks required for concise, effective, successful results. Thus contributing to a more well thought out show.

1) Directing:

- Concept statement, including the intellectual and emotional statement you wish to communicate to the audience.
- A description of the theatrical space you would use and how you would use it.
- A statement of who your audience would be.
- A statement, reinforced by visuals, of how you would use 'design' to support your conceptual ideas.
- A cast list of the major known actors playing those roles.
- Take one scene from the play and describe what is happening, moment by moment, and what you expect the audience would see and experience.

2) Marketing:

- Conceptual statement about how your production interprets the play.
- A statement of your target audience.
- Graphics (any or all of the following: poster, newspaper ad, flyer) *or* copy of ads for *both* television *and* radio
- Proposed budget that reflects your priorities and how you would use your resources to reach your target audience.
- Detailed marketing plan (i.e., what you plan to do and when you plan to do it)
- Press release.

3) Set Design:

- Conceptual statement of how you see the play and how your ideas for the scene design support that concept.
- A description of the theatrical space you would use and how you would use it.
- [Ground plan](#) for the set, to scale (½ or ¼ inch).
- Colour rendering or model for your set.
- Prop and furniture list with a picture of each of the furniture pieces and anything unusual.

4) Props:

- Visual research that supports your design choices.
- Theatrical assets include props, furniture, accessories and scenery.
- Considerations must be made for determining whether to make, buy or modify existing theatre assets.

5) Costume Design:

- Conceptual statement of how you see the play and how your ideas for the costume design support that concept.
- A character analysis for the major characters in the play
- A scene synopsis/dress list that names all of the characters and what they wear (in detail) in each scene.
- Color renderings or collages for at least three of the major characters' costumes for the entire play. Your renderings should include fabric swatches.
- Visual research that supports your design choices.

6) Lighting Design:

- Conceptual statement of how you see the play and how your ideas for the lighting design support that concept.
- A cue sheet that lists every place in the play where you envision a light cue and what the cue will accomplish.
- A ground plan (to scale)
- Color renderings of at least four major moments that communicate some sense of how light will be used.
- A light plot that shows where you would hang lights to achieve *one* of the major moments.
- Visual research to support your design choices.

7) Sound Design:

- Conceptual statement of how you see the play and how your ideas for the sound design support that concept.
- A cue sheet that lists every place in the play where you envision a sound or music cue. This should include a description of what you want to accomplish with the cue; the specific place where the cue begins; the specific place where the cue ends; any increases or decreases in volume.
- A CD with at least two choices for each proposed music cue that is stylistically consistent with your design concept.
- Audio research that supports your design choices.

8) Producing:

- A written defense of why you want to produce this play *now*.
- A statement of who your target audience is.
- A description of the type of theatre you want for the production.
- A list of directors, designers and actors who you want to be in your ideal production - and why.

- A list of the support staff (non-artistic production and management personnel) for the production.
- A budget that shows where your priorities are in realizing the kind of production you want to create.

9) Acting:

- A thorough analysis of a major character in the play.
- A complete analysis of circumstances for the character, including biography (in the first person).
- Character research presented in the form of an annotated bibliography. The research should expand the actor's understanding of the geographical, social, political, moral and cultural world of the play. It may include music, film, fiction and art as well as more traditional forms of academic research. It may also include "field" research where the actor interviews people who have some experience that relates to the character and who can help the actor's understanding of the play.
- A beat-by-beat analysis of a major scene in the play.

Finally, project proposals are not specifically limited to these roles. A student may suggest any role in the theatre, subject to the approval of the instructor.

Designers may write their conceptual statement as a letter to the director.