



Theatre Virtual Learning

**Theatre Design & Production &
Advanced Theatre Design & Production
The Business of Theatre**

Date: May 12, 2020



Lesson: May 12, 2020

Objective/Learning Target:

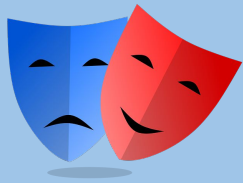
Students will explore the activities associated with the business of theatre.

The Business of Theatre

Let's Get Started / Warm Up Activities:

What other departments at your high school besides Theatre get involved with the school plays and musicals? Would you like to see more involved? Why or why not?





Lesson/Activity

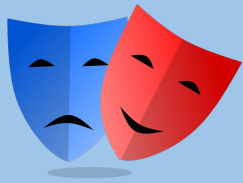
PRODUCING A SHOW:

The to do list of producing a show is never ending. While many connect the need for acting, lights, sound, costumes, etc. Some forget that there is a whole list of duties that must happen on the business side of theatre such as managing tickets, publicity, budgets, etc.

IMAGINE....if a high school took on a show and got everyone involved!?!

WOULDN'T THAT BE AWESOME????

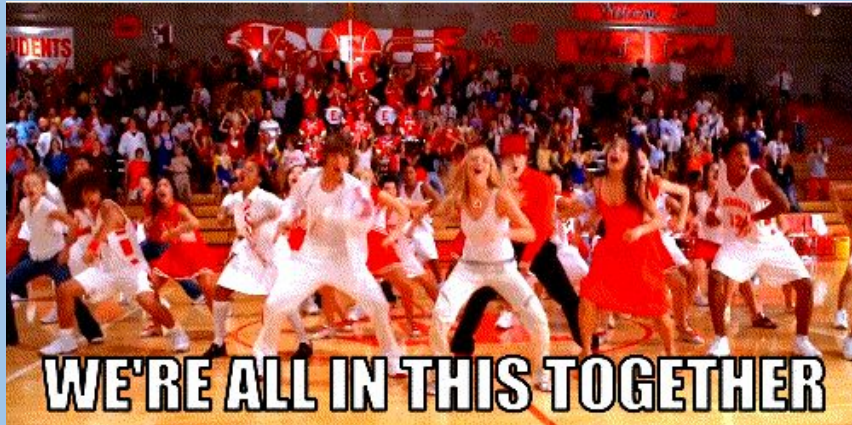




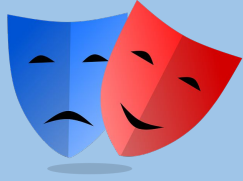
Lesson/Activity Cont'

EXAMPLES:

- **English/Language Arts/Journalism:** playwriting, dramaturgy, script analysis
- **Languages (French, Spanish, and so on):** accent coaching, translations
- **Music:** musical direction and coaching, participating as the show's pit band/orchestra, adding a choral ensemble
- **History:** studying the time period of the show's setting, creating background information packages for the participants, advising on historical accuracy for sets, props, costumes, and character development
- **Visual Art:** design and creation of sets and props, scenic painting, poster and program design

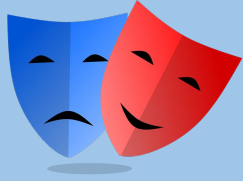


- **Business:** show selection, creating a budget, marketing and publicity, running box office/concessions/front of house
- **Communication Technology:** show photography, headshots, creating video projections or publicity trailers, graphic design, advertising, poster and program design, operating sound and lights
- **Fashion/Textiles:** designing/creating/sewing costumes
- **Esthetics:** hair and makeup
- **Technology:** designing sets
- **Shop:** building sets



Practice: Get Others Involved!

1. Choose your dream show to produce at your high school! It can be a play or musical!
2. Brainstorm to think of ways to get others involved:
 - a. What department are you approaching?
 - b. What area do you want them to assist with?
 - c. What specific tasks do you want them to complete?
 - d. When do you need the tasks completed by?
 - e. What are the benefits to the department and/or students for participating?
 - f. How can you make this project useful/helpful for them? (Meaning – what's in it for them?)
3. Once you have brainstormed make a decision as to who you will reach out to and write them a professional letter. (Example on the next slide.)



Resource: Example Letter

Dear Ms. Jenson,

We wanted to reach out to you to ask if some members of your Grade 10 Communications class would be interested in assisting our Grade 10 drama class in creating the playbill for our upcoming showcase performance. We are looking for a four-page colour program that includes our poster on the cover, a director's note, the full cast and crew listing, as well as some performance photos. We would provide you with all the necessary information by March 30, and would need the final draft by April 22.

We think this would be a great opportunity for your students to practice their skills using Photoshop and Microsoft Publisher. Perhaps you would consider this project for extra credit towards your class. We have seen examples of the work that your students produce and know they would be able to create a program that looks polished and professional. As well, we would be happy to give the students complimentary tickets to any of our performances (April 30-May 2).

If you have any questions or concerns, please don't hesitate to ask.

Sincerely,

John McMannis & Chelsea Swinton

(Mr. Connor's Grade 10 Drama class)