



# Theatre Virtual Learning

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

**Date: May 13, 2020**



Lesson: May 13, 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 dream play or musical would you choose for your high school to produce?  
Why?





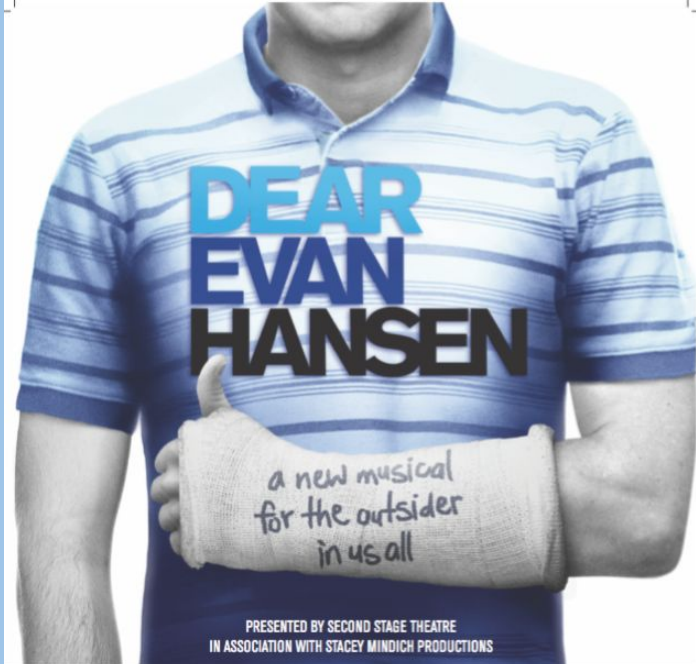
# Lesson/Activity

## PRODUCING A SHOW:

One of the many jobs of producing a show is to fill the seats!!!

Every show needs a publicity poster to get an audience interested.

TODAY, you will take on the role of graphic designer and create a publicity poster!



PRESENTED BY SECOND STAGE THEATRE  
IN ASSOCIATION WITH STACEY MINDICH PRODUCTIONS

BOOK BY **STEVEN LEVENSON**

MUSIC AND LYRICS BY **BENJ PASEK & JUSTIN PAUL**

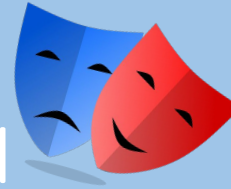
WITH **JOHN DOSSETT, LAURA DREYFUSS, MIKE FAIST, RACHEL BAY JONES, KRISTOLYN LLOYD,  
BEN PLATT, WILL ROLAND, JENNIFER LAURA THOMPSON**

SCENIC DESIGN **DAVID KORINS** COSTUME DESIGN **EMILY REBHOLZ** LIGHTING DESIGN **JAPHY WEIDEMAN** SOUND DESIGN **NEVIN STEINBERG** PROJECTION DESIGN **PETER WIGRINI**  
MUSIC SUPERVISOR & ORCHESTRATIONS **ALEX LACAMOIRE** VOCAL ARRANGEMENTS **JUSTIN PAUL** MUSIC DIRECTOR **BEN COHN** MUSIC COMPOSITOR **MICHAEL KELLER**  
CASTING **TARA RUBIN** CASTING **LINDSAY LEVINE, C.S.A.** PRESS **POLK & CO.** PRODUCTION STAGE MANAGER **JUDITH SCHOENFELD** STAGE MANAGER **MICHAEL MCGOFF**  
ASSOCIATE ARTISTIC DIRECTOR **CHRISTOPHER BURNEY** PRODUCTION MANAGER **JEFF WILD** GENERAL MANAGER **BETH SHEPBLE**

CHOREOGRAPHED BY **DANNY MEFFORD**

DIRECTED BY **MICHAEL GREIF**

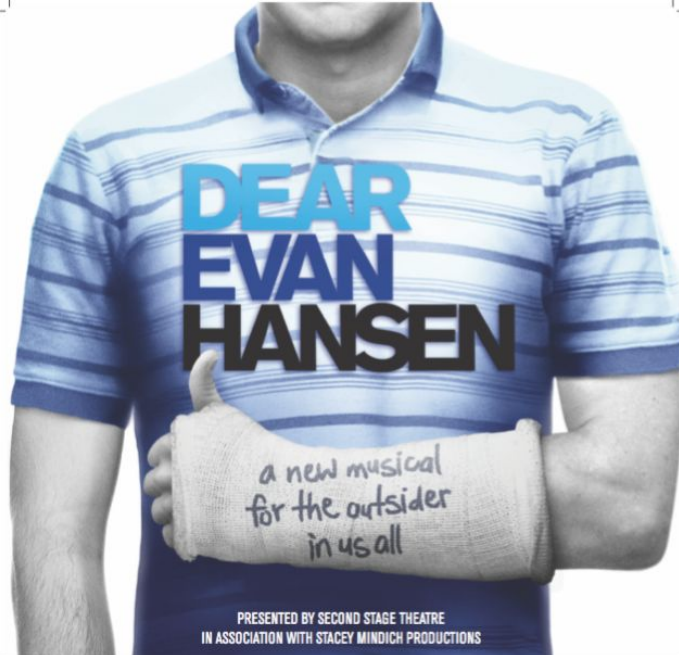
SecondStageTheatre **2ST**  
Carole Rothman, Founder & Artistic Director  
Cathy Polk, Executive Director



# Lesson/Activity Continued

## What to include on a publicity poster:

- Name of the company producing the show (name your own theatre company)
- Play title and playwright
- Production dates, times, and venue
- Ticket prices, and how can tickets be purchased?
- Licensing Company who granted permission to produce the show



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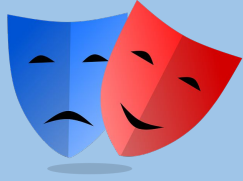
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Carole Hoffner, Founder & Artistic Director  
Cathy Rice, Executive Director



# Practice: Create a Publicity Poster

1. For the dream show that you choose develop a publicity poster!
2. I encourage you to research ideas before you get started.
3. Make sure to include all necessary information within the design.
4. You can choose to:
  - a. Draw this by hand
  - b. Design it on a computer: there are lots of free resources to help like:
    - i. [Canva](#)
    - ii. [Smore Newsletter Design](#) (Can work for posters too)