

THE PERFECT PRODUCTION POSTER

STEP 1: FIND online 5 production posters for the featured play (the one we read together in class.) Print out each of those posters (as a small picture.) Attach each to a piece of notebook paper and answer these questions about each poster...

1. Is the essential information on the poster (who, what, where, when, and why should you see this play?)
2. What is the FOCAL POINT on the poster? Why do you think they chose that image?
3. What is the theme/central image/key art of the poster? Does it help support the theme of the play?
4. Is this poster too busy? Can you tell the focal point in 5 seconds?
5. Is there white space? Is it simple and compelling? Or too busy?
6. Is there an element of FRAMING to focus your eye on a key image?
7. Do the colors on the poster help tell the story? How?
8. Will this be a traditional telling of this story or a modern adaptation? Can you tell from the poster? How do you know?
9. Is there a quote from the play? Or a short powerful statement about the play on the poster?
10. Was this an interesting poster? Did it make you want to see this play?

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STEP 2: Now create your perfect Production Poster for the play we read in class! Use one piece of white paper to create your masterpiece.

1. Define the who (is putting on the show), what (title of show), where, when, and why for this production. Make sure everyone knows the essential information.
2. Create a FOCAL POINT. Where do you want people to look or focus on your poster? Where will that focal point be on the poster?
3. FRAME that focal point or the entire poster?
4. Choose an element of the play's theme to illustrate with your central image or key art work on your poster. Make sure the colors on your poster tell us something about the story being told.
5. White space is your friend. Keep it simple and effective. Can it be read from a distance? Is it too crowded? Too complex?
6. Does your poster reflect a traditional telling of this story? Or is it a modern adaptation?
7. Can you add a quote from the play to the poster? Or come up with a catchy statement that really sells the play to the audience?