Name: _____

Class/Period: _____

Production Simulation: Design Ticket and Poster for Play

Background: The Community Theater Group presents several plays during the year. The first play they are presenting this season is called ***The Legend of Sleepy Hollow.*** They have approached your printing company to design and produce the printed material for the production. Since they are a community theater, they have a limited advertising budget. However, this production is being underwritten by a local doctor's group and since this is the first production, they may be willing to spend more money on advertising. They will do this only if they feel the posters and/or tickets will also advertise for the Theater Group generally.

Assignment: You are to provide a complete design solution to the Theater Group based on printing 750 tickets for each production and 1000 posters. You are to design a poster on tabloid sized paper to advertise the play. You are also to design matching tickets for each production.

Details: The play will be on November 20th at 7:00, November 21st at 7:00 and November 22nd at 3:00 in the Fine Arts Auditorium. Ticket Price: $5 Students - $7 Adults. The address and phone number for the Community Theater Group is 9292 Main Street, Davenport, GA 32589; (706) 458-9632. The address for the Fine Arts Center is 1200 2nd Avenue, Davenport, GA 32589. The fine art center holds 750 people in 3 sections. Each section has 25 rows that are labeled A-Y. Each row has 10 seats that are individual numbered.

Part I: Production Timeline

☐ The customer needs all printed material produced and delivered by October 20th so they can pre-sell the tickets and hang the posters in local businesses. Working backwards from this date your are to create a timeline of all necessary steps in the production process. "Just in time" manufacturing means that raw materials are not ordered until they are needed for consumption (i.e.: don't order your paper tomorrow when you will not print it for a month), therefore plan carefully so that you have all your raw materials on hand, but have them there "just in time". Use the reverse side of the Timeline rubric to brainstorm out your timeline.

☐ Using whatever software you would like to use (Excel, Word, InDesign, etc) design your timeline for this project and assign deadlines for each step. Make sure to include (but not limited to) the following: Project start date with today's date, prepare quote, quote approval deadline, design draft 1 (2 and 3 as well) to customer, response to draft 1 (2 and 3), final design approval, paper order placed (paper is only delivered on Wednesdays and Fridays). You will also need to include dates for the different steps in producing the printed pieces (i.e. press (to include drying time), cutting, packaging, delivery.

☐ Print the timeline and attach to the Production Timeline rubric. (Last page in this packet) Turn this in for approval as soon as complete

Part II: Quote

☐ You are to provide a quote to the Theater Group based on printing 750 tickets for each production and 1000 posters.

- **Tickets:** Size: 2" x 4". They would really like to print the tickets in full color on 90 lb. cardstock and have them individually numbered, but are concerned with cost. Therefore, also give them a second (or third) option for tickets that would be less expensive.
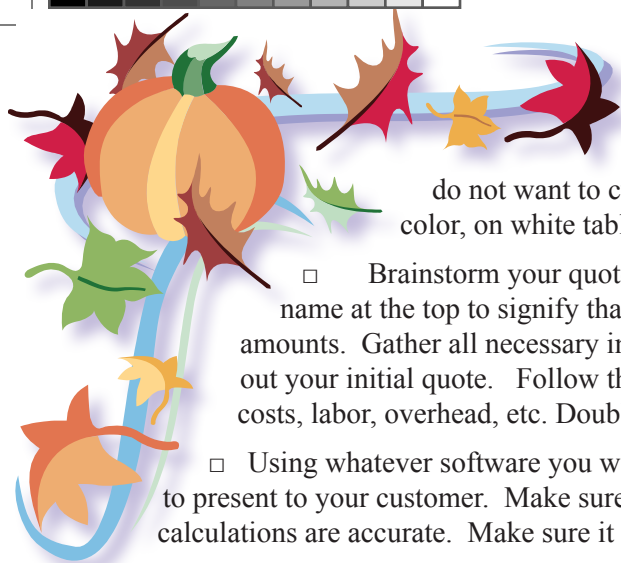
- **Posters**: Size: 10" x 16". Since the posters would be seen by many people in the community and can be used to recruit additional members/support, they do not want to cut costs here. They want to print the posters in full digital color, on white tabloid sized paper and would like to have a bleed.

☐ Brainstorm your quote using the back side of the Quote Rubric. Sign your name at the top to signify that you are the employee that determined the initial quoted amounts. Gather all necessary information (i.e.: paper costs, etc) and note down. Write out your initial quote. Follow the process detailed in class which looks at all raw material costs, labor, overhead, etc. Double check your math!

☐ Using whatever software you would like to use (Word, InDesign, etc) design a quote form to present to your customer. Make sure it provides all pertinent details to the customer and that all calculations are accurate. Make sure it addresses all of the customer's concerns.

☐ Print the quote form and attach to the Quote Form Rubric at the end of this packet. Turn this in as soon as it is complete.


Part III: Design

☐ **Begin with thumbnails**! Draw at least 4 thumbnails for each (poster and ticket - you will end up with 8) in your sketchbook. Remember that thumbnails are quickly drawn brainstorms of a design idea. This part of the project should go quickly, however, do not cut corners here! Thumbnails may NOT contain any jabber: All text should be spelled out. Your sketch should approximate the fonts you will use. For example, if you plan on using a footed font in your design, draw a footed font in your thumbnail. Thumbnails should be in color. Make a copy of your thumbnails on the classroom copy machine and attach to this rubric. (The colored pencils often work better in your sketchbook than the magic markers. If your copies are not showing up, change the density on the copy machine. Don't forget to reset this when you are finished.)

☐ Using your design software, design your poster and tickets. Remember to look back at the details given on the first pages of this packet. Make sure your design solution completely addresses all of the needs of your customer!

- Posters: Poster size is 10" x 16" with a bleed.

- Tickets: Individual tickets should be 2" x 4". Don't forget that you have 3 dates the play will be performed. Design individual tickets first, then place in a imposition that will be printed on letter sized card stock.

☐ Save regularly! Make sure to give your document a legitimate file name! Anyone should be able to browse a list of file names and know EXACTLY which file your design is in, WITHOUT having to open it first!

Poster File name: _____

Ticket File name: _____

☐ Print the final images on the classroom color printer with all marks and bleeds. Posters will be printed on tabloid sized copy paper and tickets will be printed on card stock of your choice. (Remember to return unused paper!) Attach the two printouts to this rubric.

☐ Turn in. Make sure you have stapled your thumbnails and two printouts to the Design Rubric. Make sure your name is on everything.
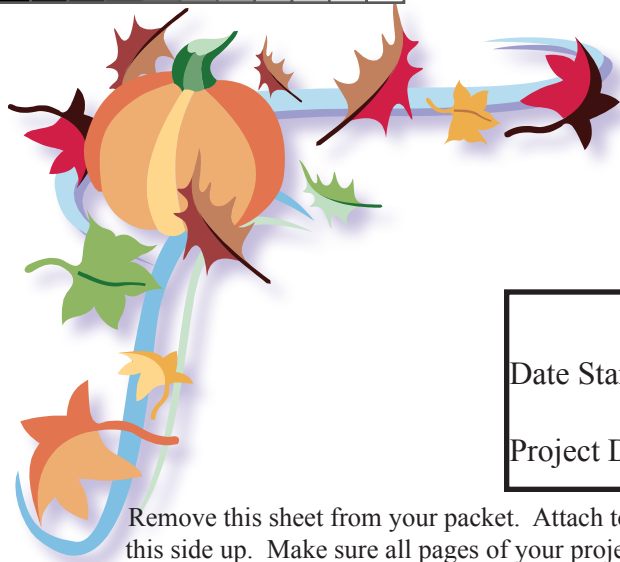
Name: _____

Class/Period: _____

Date Stamp:

Project Due Date:

Tiger GraphCom
Grading Rubric

Design: Ticket and Poster for Play

Task	Possible	Student Evaluation	Teacher Evaluation
Project: Poster All information is included and is accurate; Spelling/punctuation correct. Fonts are used appropriately. (No more than 3 are used!) It is a good design that will entice people to attend the play. Ticket All information is included and is accurate; Spelling/punctuation correct. Fonts are used appropriately. (No more than 3 are used!) Ticket and poster have a uniform look.	44		
Thumbnails: At least 8 thumbnails were generated as a brainstorm of the project.	16		
Process: Student followed all instructions. Appropriate file name used (see other side). Comprehensive design generated from thumbnail idea. Pages sized per instructions. Student planned carefully and neatly organized items on page.	15		
Creativity: Design was inventive & compelling Work is patiently done; work as good as possible with clean construction. Work has a sense of being "finished" Student applies design principles with great skill.	15		
Project turned in by deadline (5 points): Project date stamped (5 points):	10		
Total:	100		

Notes & Reflections:

Name: _____

Class/Period: _____

Date Stamp:

Timeline Due Date:

Production Simulation: Quote for Poster/Tickets for Play

Remove this sheet from your packet. Attach to the top of your quote and copied rough draft, this side up.
Make sure all pages of your project are date stamped and have your name on them.
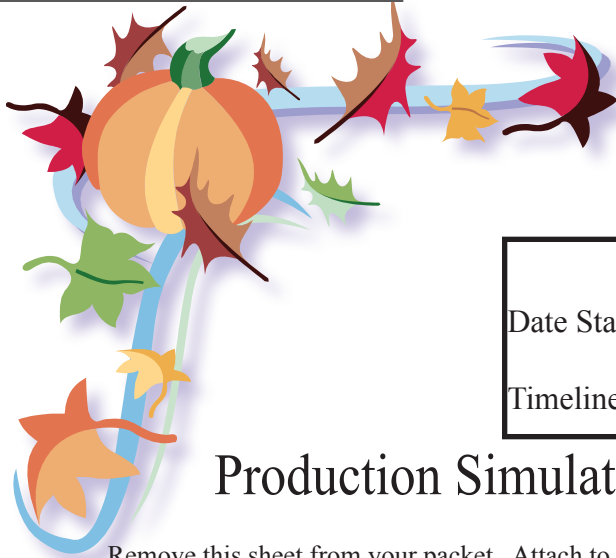
Tiger GraphCom

Grading Rubric

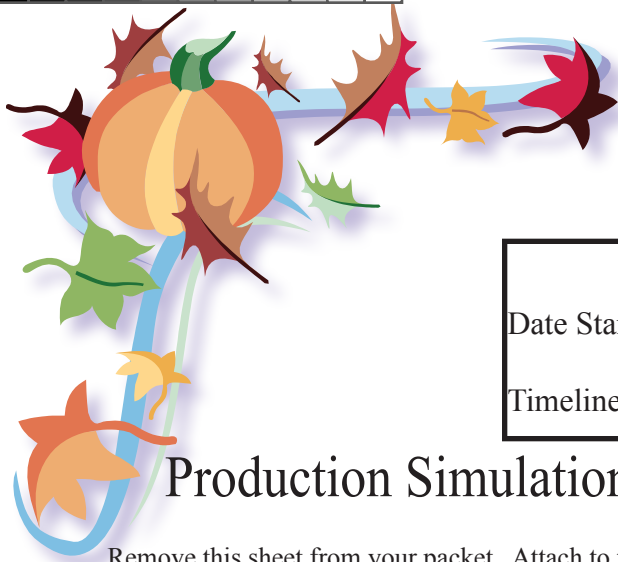| Task	Pos-sible	Student Evaluation	Teacher Evaluation
Quote Details: All information is included and is accurate; Spelling/punctuation correct. Student included all phases of the design and production process. Prices set are realistic and follow guidelines set forth in lecture. The information on the quote is presented in a way that is easy to understand.	60		
Sketchbook Rough Draft: Student used the classroom copy machine to copy the rough draft of their quote from their sketchbook and attached to this rubric.	10		
Process: Student followed all instructions. Appropriate file name used for the quote document. File Name: _____ Student planned carefully and neatly organized items on page.	10		
Creativity and Overall Design: Design was inventive and compelling but appropriate for a business document. Appropriate fonts where used. Work is patiently done; work as good as possible with clean construction. Work has a sense of being "finished" Student applies design principles with great skill.	10		
Project turned in by deadline (5 points): Project date stamped (5 points):	10		
Total:	100		

Notes & Reflections:

Name: _____

Class/Period: _____

Date Stamp:

Timeline Due Date:

Production Simulation: Timeline for Poster/Tickets for Play

Remove this sheet from your packet. Attach to the top of your production timeline part of this project, this side up. Make sure all pages of your project are date stamped and have your name on them.

Tiger GraphCom

Grading Rubric

Task	Pos-sible	Student Evaluation	Teacher Evaluation
Timeline Details: All information is included and is accurate; Spelling/punctuation correct. Student included all phases of the design and production process. Deadlines set are realistic and follow guidelines set forth in lecture.	60		
Process: Student followed all instructions. Appropriate file name used. File Name: _____ Student planned carefully and neatly organized items on page.	15		
Creativity and Overall Design: Design was inventive and compelling but appropriate for a business document. Appropriate fonts where used. Work is patiently done; work as good as possible with clean construction. Work has a sense of being "finished" Student applies design principles with great skill.	15		
Project turned in by deadline (5 points): Project date stamped (5 points):	10		
Total:	100		

Production Simulation:
Timeline for Poster and Tickets for Play

Notes & Reflections: