

POSTER DESIGN

Background experience with the printing industry is beneficial but not essential.

PLANNING

1. Read the play.
2. Consult with administrative producer, director, and program coordinator regarding theme, design, and layout.
3. Review most recent posters for logo and copy layout.

WORKING

1. Attend production meetings to get familiar with the production schedule, which lists the poster deadline dates. Review all poster proofs at the production meetings.
2. Introduce yourself to Melanie (Senior Account Manger) at Wayside Printers and the graphic designer. Together with the graphic designer discuss the poster schedule. Advise that the poster must be picked up and delivered to the theatre three weeks before preview night (date). Submit first rough draft to the director and administrative producer at least five or six weeks before preview night.
3. Poster must contain Powerhouse logo, play title, playwright's name*, director's name, dates of run (including year), curtain time. Box office phone number should be dominant. There must also be, where applicable, a notation as to permission* to present the play. If there is excessive coarse language, use of strobe light, smoking on stage or suggestive sexual content, the appropriate warning should be on the poster.

**Check legal requirements regarding the size of print used for the playwright's name and permission details listed in the front of the script. Verify the wording with the administrative director.*

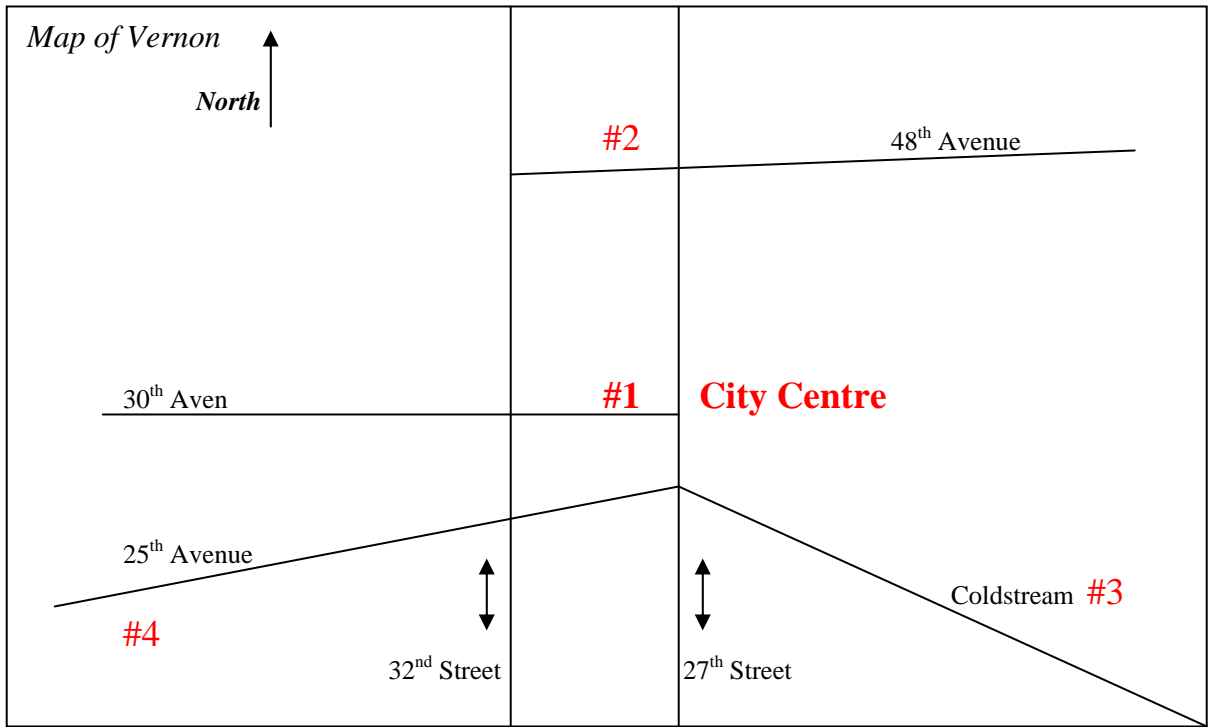
4. Design poster including all necessary information and in keeping with established theme. Poster image should be the same as the program cover image. Proofs can be emailed and picked up at the printer. Review one, two or three proofs (in accordance to the print schedule) to the director and administrative producer for approval.
5. Discuss sizes (up to three) and quantity breakdown with the director and administrative producer and advise graphic designer. Example: We have 100 full size sheets to work with. See example below:

70	11" x 17" Large Posters
80	8.5" x 11" Medium Posters
80	3.5" x 2.0" Hand Outs

6. Photo copy or print attached poster distribution map with regions to cover for volunteers to pick their chosen area. Record who took what region. Pick up the posters at the printers; meet the administrative producer and other volunteers at Powerhouse Theatre for distribution in key places throughout Vernon and surrounding area. Utilize the library for further distribution to other branches throughout the Okanagan. Encourage cast and crew of the play to take a few posters for sharing at their work place, schools and/or places where they do business.
7. Be sure to give 6 posters to the administrative producer to archive. Give the foyer coordinator one or two for display.
8. Send poster to web master.

STRIKE

1. Please attend strike
2. Return the play and job description to the administrative producer.



Poster Patrol Distribution Regions for _____
 (Play Title)

Region #	Name	Phone #	Email	Large Poster Qty	Med. Poster Qty	Small Handouts Qty
1						
1						
2						
2						
3						
3						
4						
4						
5						
5						

Outlets to distribute to: Theatres, Retail stores, Art Galleries/Centre, Businesses, Malls, Library, Museum, and all bulletin boards that accept them.

Region #1 Downtown Region #2 Uptown Region #3 East Region #4 West
 Region #5 Surrounding Areas – Armstrong, Lake Country, Lumby, Kelowna Arts Outlets

Revised November 2009

