

PUBLICITY DESIGN

CHOICE OF PLAYS

The Board of Directors of Florida Thespians voted to remove the list of titles the students can choose from for their technical events.

This was for a few reasons: It brings us closer in line with EdTA and their events so students can participate in the International Thespian Excellence Awards (THESPYs) at the National level. It offers students a chance to find titles and themes that appeal to them. Finally, it gives students a chance to be inclusive in their play selection, so we can reflect our diverse student body in Florida.

RULES

1. All rules listed in the Individual Events General Rules apply.
2. The following materials are to be presented:
 - a. poster design on 8 ½ X 11" paper
 - b. ticket design
 - c. program design and full layout of no less than 4 pages
 - d. a press release
 - e. a proposal for a promotional project
 - f. a budget for the publicity campaign and justification of expenses. *You will NOT be judged on how much money you spend but **how** you spend it.*
3. Computer aided design is acceptable.
4. The student must present justifications of the designs. Note cards may be used.
5. Only one student may be involved in the design. NO COLLABORATION.
6. All logos used must be the original work of the entrant.
7. The event will not exceed ten (10) minutes. The student presentation is not to exceed five (5) of these ten (10) minutes.
8. A bibliography is required documenting all resources used including but not limited to written and electronic sources. The bibliography must be in MLA style.

MATERIALS

1. Each room will be provided with one (1) table, which might not support standing weight. You are limited to this furniture for the event.