

Directions for Publicity Design:

1. The following materials are to be presented:
 - a. poster design on 11 x 17 paper
 - b. ticket design
 - c. two press releases: an information article and a feature article
 - d. a proposal for a promotional project
 - e. a budget for the publicity campaign and justification of expenses (*Note: this budget may be designed for the publicity campaign of a high school, community theatre, or professional production. You are asked to note which of the three you are designing.*)
2. Computer aided design is acceptable.
3. The students must present justifications of the designs. Note cards may be used.
4. All artwork used must be the original work of the entrant.
5. A bibliography is required

Name: _____ Group: _____

Publicity Design Grade Sheet

<u><i>Category</i></u>	<u><i>Points Possible</i></u>	<u><i>Points Earned</i></u>
<i>Poster Design 11" by 17"</i>	<i>20 pts.</i>	_____
<i>Ticket Design</i>	<i>10 pts.</i>	_____
<i>Information article & feature article</i>	<i>10 pts.</i>	_____
<i>A proposal for a promotional project</i>	<i>10 pts.</i>	_____
<i>Budget for the publicity campaign</i>	<i>10 pts.</i>	_____
<i>Explaining Publicity Designs</i>	<i>30pts</i>	_____
<i>Creativity</i>	<u><i>10pts</i></u>	_____
<i>Total Possible Points</i>	<i>100 pts.</i>	_____