

CREATIVE BRIEF

PROJECT: National Players Event Posters

OVERVIEW: In existence since 1949, National Players is America's longest running touring company. The group is committed to providing young theatre artists with their first professional opportunities. Their mission is to stimulate young people's higher thinking skills and imaginations by presenting classical plays in surprisingly accessible ways. Players' alumni include actors, directors, and designers working on film, television, and hundreds of stages across America.

National Players has been a frequent visitor to Vincennes in the past. As part of their 71st tour, National Players will be once again performing at the Red Skelton Performing Arts Center on the campus of Vincennes University this spring. William Shakespeare's "*As You Like It*" will be performed at 7:00 PM 7 on April 20th, 2020.

TACTIC: Design a poster to promote the performance coming to V.U., and one other poster for one of the other productions; "*Walk Two Moons*" and "*The Diary of Anne Frank*".

TARGET AUDIENCE: The target audience will include males and females of adolescent to adult age – all students, faculty and staff at Vincennes University; students attending local high schools; residents of Vincennes and Knox County and surrounding counties.

STRATEGY: Posters will be used to promote the performances at a local level. The poster designs must function to entice the viewer to attend on of the performances. The posters will accomplish by having high impact visually to get noticed by a mobile audience. The designs should strongly suggest the nature and themes of the individual performances. They should capture the mood and setting of the performances' content. The posters must also be visually compelling to make the viewer desire to find out more about the story. Proper research must be done before valid designs can be created.

The poster must include all of the important information about what, when and where the viewer would need to be able to attend the performances. Bold, creative and well-planned designs are indicated for this project. The graphics used in the designs must be all original and never used for any live, film or TV version of these productions.

The size of the posters will be 11" x 17", full color and full bleed. Each design must include the title of the production, name of the writer(s), show times and ticket information.

RESOURCES:

<https://www.olneytheatre.org/national-players/tour-71>

<https://www.vinu.edu/web/english/national-players>