

CREATIVE BRIEF

PROJECT: National Players Event Posters

OVERVIEW: The Public Theater is dedicated to developing an American theater that is accessible and relevant to all people. Creating theater for one of the largest and most diverse audience bases in New York City for nearly 60 years, today The Public engages audiences in a variety of venues – beginning with Free Shakespeare in the Park.

The Public advocates for the theater as an essential cultural force through productions of new plays, musicals, and Shakespeare that lead and frame dialogue on some of the most important issues of our day. The Public's programming also includes a range of artist and audience development initiatives including its Public Forum series, which brings together theater artists and professionals from a variety of disciplines for discussions that shed light on social issues explored in Public productions, and the Mobile Unit, which tours Shakespearean productions for underserved audiences throughout New York City's five boroughs.

TACTIC: Design two different posters to promote each of the two versions of Shakespeare's Romeo and Juliet planned for summer 2017. One version will be a traditional production set in the Italian Renaissance era. The second version is proposed as a non-traditional production that is altered in some way. Suggested scenarios include an update to modern times, or an old American West setting, or even perhaps on another world or dimension. It could also be an all female cast, or whatever you may suggest.

TARGET AUDIENCE: A diverse demographic of New York City citizens.

STRATEGY: Posters will be used to promote the performances around the city. 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 design 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 a valid design can be created.

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 name of the production and who is presenting it must be part of the design, as well as the phrase, "Free for all. All summer. Every summer." The web address [misy also be included: publictheater.org](http://publictheater.org).

The size of the posters will be 11" x 17" full color and full bleed.