

WEEK 6: Bringing your script to life

- Welcome to the second of your two bonus videos.
 - These videos are all about bringing your script to life.
- Last time we talked about the overall vision of your story, why you wanted to tell it and what you wanted to communicate to your audience.
- This time we're going to look at what goes on backstage, both creatively and logistically, in order to bring your story to the audience.
- We will be joined by members of the GSC team who will explain their role and why it is important to the overall production.

Designing

- Hi, my name is Beth Mann and I am the Company Stage Manager for the Guildford Shakespeare Company
- I have the pleasure of designing the costumes for GSC's Young Company performances.
- One of my favourite set of costumes I designed was for a production of *Love and Wonder*.
 - The first half of the show the costumes were a mash up of late Victorian/Early Edwardian clothes.
 - The second half of the show we went into the mad, wild and colourful world of Wonderland.



It is important to consider:

- 1) The world of the play.
 - 2) Where the play is set.
 - 3) When the play is set.
- Research your setting
 - It's important to get a good feel for the place and the time period.
 - Think about the characters personality.
 - Are they bold and outgoing or shy and reserved?
 - How might you reflect these personality traits with the costumes you choose?
 - What type of fashion would they be into?

- Your job as a designer is to give clues to the audience of who that person is, within the first five seconds of the meeting them.
- I worked with some of the Young Company on designing their own costumes for our 2020 performance. To do this we:
 - Drew inspiration from famous 1970s sitcoms.
 - Used a costume design template to draw their designs on to.
 - Pulled costumes from our costume store, which most accurately represented our drawings.
 - You can also go to charity shops, buy online or raid your friends or family's wardrobes (with permission!).

Producing

- Hi, my name is Sarah. I'm one of the co-founders and co-producers of the Guildford Shakespeare Company.
- One of my main jobs as a producer is to choose the play that we are going to put on and the venue in which we are going to produce it.
- We are a site responsive theatre company, which means we don't use theatres to produce our shows.
 - Depending on the feel of the show we might use a church or a castle or a wood.
 - Sometimes the choice of venue is easy, for example when programming Robin Hood, the woods felt like an obvious choice for us to stage our show. So, we found somewhere with lots of trees and created a rope bridge.
 - Or you might decide to perform *Measure for Measure*, where the main character is a nun, in a church.



- Sometimes you find the venue first and then choose the play.
 - This happened with our production of *The Merry Wives of Windsor* performed at the Model Railway in Stoke Park.
 - I found the venue a few years ago and was really excited by it. I thought it would be an interesting place to create some theatre.
- You think about what feel that venue gives you.
 - The model railway was cute, very twee, with a suburban village feel.

- So then you think about what kind of characters might inhabit this world?
- I had a vision of *The Merry Wives of Windsor*, waving their husbands off as they commute to work.
- It had the added bonus of a wood for Hearne's Oak at the end of the play.



- Finding new venues is a fun and creative challenge.
 - The right venue can set the play alight and make it 3D.
 - You can't just choose your favourite venue if it only fits two people.
 - You need to ensure that you can fit in enough seats, so that you can afford to pay your cast and creatives.
- Finally, you get to work with lots of interesting people.
 - Often people who may not usually go to the theatre but do so this time as you are producing in their church or in a place they belong to, like the model railway.
 - Working with different communities of people is great.

Marketing

- Hi, my name is Matt. I am one of the two co-founders of the Guildford Shakespeare Company.
- One of my main responsibilities is the marketing of our company and our shows.
 - When it comes to the production a key part of that is the poster design.
 - The artwork that you have for your poster is one of, if not THE, most important element of putting your show together.
 - It tells everybody not just when and where your event is taking place but also WHY they should come to see it.
 - To do this your artwork needs to convey the message that you want to give to your audience.

It needs to say:

- What kind of show it is. Comedic? Thrilling? Mysterious? Romantic?
- What kind of style it is. Modern? Classical? Outdoors? Indoors?
- What is the key theme/most important element of the play?

The key things to remember are:

- 1) Include the important information about when and where it's on and how they buy tickets.
- 2) Choose artwork that entices people to look closer, It should give them an idea of the key themes of the play.
- 3) Keep it simple. Don't use lots of fonts, or too many images. You want it to stand out.
- 4) Think about what you want the audience to know.

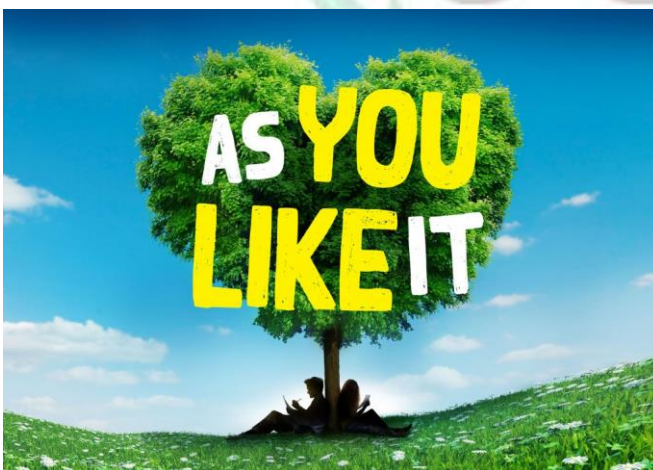
GSC Summer 2020 posters.

- Selected titles that are clear & easy to read.
- Chose bright, happy, sunny colours to reflect that this is an open-air performance.
- Decided how best to reflect the themes of the play.



She Stoops to Conquer is a Georgian play and is a comedy about a woman that wins out on top.

- The image shows a lady, smiling cheekily over her fan, suggesting themes of secrets and mischief.
- We chose a graffiti style font to suggest that the audience can expect a fresh and modern take.



As You Like It

- The image is clear and pulls you in.
- It shows two people sitting back to back, under a heart shaped tree. This connects with the romantic themes of the play.
- Again, it reflects that it is an open-air performance and links in with the Forest of Arden, where the play is set.

- Good luck. I hope you have a lot of fun creating your posters!

Over to you...

- Thinking about the three areas we looked at today, Producing, Marketing and Designing. I would like you to do one, or if you are keen, all of the following tasks.

Designing Task: Design a costume for one of the characters in the show

Using the blank costume design in the worksheet and any images you have found, draw up your costume design along with annotations e.g. colours, fabrics, accessories etc.

Producing Task: Decide on the venue for your show.

Remember to think about both the logistic and creative side of things and decide on your rough budget.

Marketing Task: Design a poster for your version of 'The Ugly Duckling'.

Taking inspiration from the moodboard you created last session and the tips shared with you in Matt's video.

- Download the worksheet from our website, there you will find all of the tasks set.
- Share them with us and we'll get back to you.
 - With your permission we would love to share your work online.
- Thanks for joining me. There is still one more wellbeing video with Louise and a Live Chat on YouTube. I hope that you can join us.
- Goodbye!