## Design a Poster for a Play or Musical

*Design your own illustration and text for the poster of any play or musical*

 1. Check out "Things to Consider While Designing a Theatre Poster" (below)

2. Take a look at the examples of some great theatre posters that I've put together (ACT Spotlight page). Keep in mind that these are examples of what I consider great design. You may be drawn to a different style.

3. Choose the play you'd like to design for. Make sure it's something you're familiar with so that your design can really reflect the heart of the story.

4. Do some research! Browse books, playbills, or the internet for inspiration.

5. Sketch a few ideas out. Make sure you leave room for text about the play's location, ticket info, dates, etc. Try not to copy the show's original poster. How can you make your version effective but also new?

6. When you're happy with your design, do a final draft in color.

7. Shoot a short video telling us about your design. What was important for you to convey through your design? Why did you make the choices you did? Is there an element of your design that you're particularly proud of?

8. Upload! Upload your video via the ACT Spotlight page. Please also scan or photograph your poster design and upload so that we can show a good image of it on the Intermission Show.

# Things to Consider While Designing a Theatre Poster

Subplot Studio has [a great blog post](#) on steps for designing a theatre poster. Here are the highlights:

**1. Think about Themes:** Brainstorm on the key themes and elements of your show. Narrow it down and focus on just one or two themes so your artwork doesn't get too busy and distracting.

**2. Design Your Imagery:** What images get to the heart of the show and its themes? You'll best represent your show, and visually create the most appealing artwork, by sticking with a straightforward image that represents your theme.

**3. Colors Tell a Story:** The colors in your artwork can tell almost as much about your show as the images:

- Red invokes passion, strength and daringness. Think of the artwork from *West Side Story*, *Chicago*, *Miss Saigon* or even *The Music Man*.
- Gold gives off power and confidence. Think of the artwork from *Hamilton*, *The King & I* or *A Chorus Line*.
- Blue conjures themes of love, trust and loyalty. Think of the artwork from *The Sound of Music*, *Aida* or *Mamma Mia!*
- Black exudes mystery and drama. Think of the artwork from *Disney's Beauty and The Beast*, *Cabaret* and *The Phantom of the Opera*.
- Purple gives off ambition, royalty and luxury. Think of the artwork for *Disney's Aladdin*, *Memphis* or *Rodgers + Hammerstein's Cinderella*.

**4. Focus on Fonts:** Just as color tells a story, so do fonts (or types of handwriting). For example – thick block lettering or capitalized fonts can give off a powerful, commanding, energetic presence (think of the logos for *Rent* or *Disney's The Lion King)*. Lowercase fonts, thinner brushstrokes, or curved lines can give off a more whimsical, softer feeling (think of the logos for *Once*, *My Fair Lady* or *A Little Night Music*) Most importantly, ensure the font is easy to read.

**5. Movie vs. Stage:** If there is a popular movie associated with your show, we know it may be tempting to mimic the movie poster to easily create recognition for your show, but try to stay away from this!

**6. Important Information:** Don't forget to include information about the theatre/company producing the show, performance dates and times, and information about buying tickets.