

## **PROGRAM DESIGNER: JOB DESCRIPTION**

### **PROFILE**

The Program Designer is responsible for the design, layout, and printing of the program reflecting the Director's production concept and within the budget.

*The Program Designer starts about a month before opening night and finishes when sufficient programs are printed for the run, usually in the last week of rehearsals.*

### **RESPONSIBILITIES**

- designs the program using the template provided each year
- ensures that all information is complete and accurate
- prints the programs at the Firehall

### **SKILLS REQUIRED**

- ability to use a template in Microsoft Word
- knowledge of program format
- attention to detail

### **WORKS WITH:**

- Producer
- Poster designer

## TASK TIMELINE

The following checklists outline the specific tasks of the Program Designer during the various stages of the production.

- Note that these tasks are not necessarily in chronological order.
- It is important to read over the timeline in advance and plan ahead to ensure that tasks are completed on time.

### DESIGNING THE PROGRAM

Done	Task	Resources in Handbook
Preparation		
	<ul style="list-style-type: none"> <li>• obtain the current template for the program. The standard template may be changed from year to year to reflect the marketing theme.</li> </ul>	<ul style="list-style-type: none"> <li>• Program Template (past program for current season)</li> </ul>
	<ul style="list-style-type: none"> <li>• obtain the artwork for the cover adapted from the poster for the production from the Poster Designer. Ensure that royalty information is complete and correct as required by the contract.</li> </ul>	
	<ul style="list-style-type: none"> <li>• find out what fonts have been used in the poster in order to use them for the headings in the program if possible.</li> </ul>	
	<ul style="list-style-type: none"> <li>• ask producer to gather information required for the program as outlined on "Information Required for the Program".</li> </ul>	<ul style="list-style-type: none"> <li>• Information Required for the Program p.183</li> <li>• Sample Bios p. 184</li> </ul>
	<ul style="list-style-type: none"> <li>• edit cast bios to 80 words and to improve spelling, grammar, and consistent style.</li> </ul>	
	<ul style="list-style-type: none"> <li>• obtain headshots of cast members from Producer, if bios will be included.</li> </ul>	<ul style="list-style-type: none"> <li>• headshot archives are available in the office</li> </ul>
	<ul style="list-style-type: none"> <li>• produce simple ads for upcoming productions if ads have not been provided by the Producers.</li> </ul>	
	<ul style="list-style-type: none"> <li>• scan business cards for advertising if any have been provided. It may be necessary to scale them to fit 1/4 page.</li> </ul>	
Designing		
	<ul style="list-style-type: none"> <li>• work out draft layout of the program using the template currently being used for consistency. Use Calibri for text unless there is a period "style". Use same font as poster title for headings, if possible.</li> </ul>	

	<ul style="list-style-type: none"> <li>• Note that minimum text size is 10 pt. using the guidelines for conforming to Accessibility for Ontarians with Disabilities Act, 2005 (AODA)</li> </ul>	
	<ul style="list-style-type: none"> <li>• print a draft copy. Have producer proofread the draft program for accuracy of content. The producer could also edit for spelling, grammar, inconsistencies in font, etc.</li> </ul>	
	<ul style="list-style-type: none"> <li>• have another person proofread the program for spelling, grammar, inconsistencies in font, etc.</li> </ul>	
	<ul style="list-style-type: none"> <li>• if possible, have cast and crew proofread their own names and information on move-in day. They should initial correct entries or make changes.</li> </ul>	
	<ul style="list-style-type: none"> <li>• add names of Set Builders after the Build on Move-In Day. From the sign-up form provided by the producer.</li> </ul>	
	<ul style="list-style-type: none"> <li>• make any changes to the program. Save on a USB flash drive as a pdf file to retain the fonts and graphics. The file will be too big to email.</li> </ul>	

## PRODUCING THE PROGRAM

Printing		
	<ul style="list-style-type: none"> <li>• ask the Producer for the number of programs to print For example, dinner theatre usually starts with 500 copies the first weekend.</li> </ul>	
	<ul style="list-style-type: none"> <li>• print the programs at least 24 hours before the opening performance each week. Ensure that there will be 24lb. paper available for your use.</li> </ul>	
	<ul style="list-style-type: none"> <li>• arrange access to the Firehall. The producer has a key.</li> </ul>	
	<ul style="list-style-type: none"> <li>• <b>print</b> the programs as folded and stapled booklets following the instructions using the computer and the printer/photocopier in the Green Room. <b>Do NOT photocopy</b> as the quality is inferior. Use 24lb. paper so finished programs are clean with no bleed through. Margins should be the same on all sides.</li> </ul>	<ul style="list-style-type: none"> <li>• Instructions for Printing Programs, p. 185</li> </ul>
Program Distribution		
	<ul style="list-style-type: none"> <li>• deliver the programs to the venue or to the producer. Programs are distributed by the front of house at each venue.</li> </ul>	

**INFORMATION REQUIRED FOR THE PROGRAM**

- ✓ director's notes - about 3/4 page in length for inside front cover
- ✓ names of characters and cast members in order of appearance
- ✓ setting
- ✓ length of intermission
- ✓ short cast biographies, written in third person and less than 80 words (see samples)
- ✓ names of production volunteers:
  - producer
  - director
  - musical director, if any
  - choreographer, if any
  - stage manager
  - assistant stage manager
  - logistics manager (for musicals)
  - treasurer (for large shows)
  - set designer
  - set construction head
  - set construction crew
  - set dressers, with head first
  - set painters, with head first
  - properties, with manager first
  - costume, with head first
  - dressers
  - lighting designer
  - sound designer
  - lighting operator
  - sound operator
  - show photographer
  - poster designer
  - program designer
  - child attendant (if there are child actors)
  - set builders (provided on day of build)
  - heavy lifters
  - front of house
- ✓ acknowledgements (for significant contributions)
- ✓ logos for season and production sponsors
- ✓ advertisements for upcoming productions for centre-fold
- ✓ any announcements; e.g., 50/50 notice, AGM, miscellaneous message
- ✓ Members page
- ✓ Who Are Northumberland Players page

## SAMPLE BIOS FOR PROGRAM

### Guidelines:

- Write in the third person as if someone else is writing about you.
- Include your theatre experience: plays and roles. Be selective - mention more interesting ones.
- Let your personality show!
- Be brief - minimum 60 to maximum 80 words!
- Submit the bio to your Producer as unformatted text. This can be done in the body of an email. The producer will forward bios to the Program Designer who will edit the bio, cutting if necessary, and adding bold and italics.

### Sample Bios

Christine is feasting on the fun of working on this veritable smorgasbord of laughs with such a talented cast and crew. She is happy to be back at Best Western for dinner theatre, having also had the pleasure of performing here in *The Trouble with Richard* and *Don't Dress for Dinner*. When not 'playing', Christine is busy being a mom and a high school teacher -- both of which she loves!*(67 words)*

Since his return to Cobourg in 2008, Christopher has appeared as Davey/Charlie in *Bedtime Stories*, Captain Hook in *Peter Pan*, Ernst in *Cabaret*, Willie in *The Trouble with Richard*, the Judge in *Sweeney Todd* and Inspector Closely in *the Last Resort*, all with the Northumberland Players. Preferring to play villains over heroes and fools over wise men, Christopher is delighted to be joining this wonderful cast as the hapless Bernard.*(73 words)*

## INSTRUCTIONS FOR PRINTING PROGRAM

Programs are printed from a pdf file on 24lb. paper using the computer and the Xerox printer at the Firehall. They are automatically stapled and folded ready for use.

**Access to Firehall:** The Producer has a key to the Firehall exterior door. Access to the office computer can be obtained by any Board member.

**Paper:** Load 24lb. heavier weight, more expensive, paper in Tray 6. Additional paper, in pink wrapper, is in the cupboard in the office. Remove any extra paper and store in the plastic box when you are finished.

**Paper supplies:** There is usually enough paper on hand prior to each production for printing of programs. Paper required: # of programs X number of sheets = Total sheets of paper.

**Bring a PDF File:** Pdf files on a USB drive are preferable because the high-resolution file is too large for email. Use pdf format rather than Word.doc to retains all the fonts, graphics, and formatting. However, you can print a Word file if everything in the program is okya when you open it.

**Printing from USB** insert USB in computer. Printing directly to the printer is not available for booklets.

**Printing from Computer:** The default settings for program printing are on the inner office computer. (The settings used are as listed below.)

**Contact for problems:** Office manager.

**Go to Menu> Print Command**      **Select Print Actual Size**

**Click on Printer Properties:**

Default Type - Production Program:

These are the setting included in the default:

*(Choose: **2 sided print – Flip on short edge***

*Choose **Booklet Formation***

*(> **Pre-imposed by app**)*

*Booklet Finishing – **Booklet, Fold and Staple***

*Booklet Layout: **None***

*Select Tray>Custom>Tray 6*

**Job Status: Normal**

**Paper: Letter size (8 1/2 x 11), White**

*Output Destination: Automatic)*

Type in the **number of copies** required and press **PRINT. Allow 1 hour per 3-400 programs.**

**Programs will pile up in box at end of run - the machine will stop if there is a backlog.**

**Bundle programs for each performance.**

**Please Save** your program: file >My Documents>Programs