Cats

by Andrew Lloyd Webber
based on *Old Possum's Book of Practical Cats*
by T. S. Eliot

UIL

2015 UIL Theatrical Design Contest

Prompt Available July 15, 2014

2015 Theatrical Design Prompt

Design Prompt

We will produce **Cats** by Andrew Lloyd Weber. Designers should base their designs on any published script. The rationale for all design choices should be strongly reflected in the written design justification submitted as a part of each entry. The designs should not reflect nor copy any other live or animated film, stage or broadcast versions of the story.

All designs should have a single concept based on the work of a specific visual artist or artistic movement. The chosen artist or movement must be declared in each written justification submitted as a part of the entry.

The Set Designer shall design a single set that will work for the entire show. The performance space is the League High School Theatre. See the drawing of that space on the UIL website (Theatrical Design). The rationale for all design choices should be strongly reflected in the written justification submitted as a part of the entry.

Costumes should reflect the concept chosen by the designer. The rationale for these choices should be strongly reflected in the written justification submitted as a part of the entry.

Theatre Marketing should reflect FEBRUARY 5, 2015 as the performance date, LEAGUE HIGH SCHOOL as the performance group and LEAGUE HIGH SCHOOL THEATRE as the performance space. All other information contained in theatre marketing materials can be invented by the designer/strategist.

Hair and Makeup designs should reflect the concept chosen by the designer. The rationale for all design choices should be strongly reflected in the written justification submitted as a part of the entry.

**University Interscholastic League
THEATRICAL DESIGN CONTEST
DESIGN REQUIREMENTS
2014-2015
NOTE: All italicized terms are included in the <u>Glossary</u> at the end of this
document.**

Mounting, Matting, and Other Items

(1) *<u>Mounting</u>*. All items submitted as a part of any entry shall be mounted flat on a stiff backing. **Exceptions** to this include the Inspiration Board and the Justification Paper required in each category. **Exceptions** to this include the Inspiration Board and the marketing specialty pieces. These pieces should still be mounted on a stiff backing, but may have depth to the presentation.

(2) *<u>Matting.</u>* Matting is not required for any plate in any category, but may be used if the designer chooses. Any matting used shall be a solid black matte. If the designer chooses to double matte, the interior matte may be of another color and doubled with a black matte on top. **Note all matting may not exceed the size restrictions for any given plate (11"x17", 10"x15" or 8.5" X 11").**

(3) *<u>Medium.</u>* The artistic *<u>medium</u>* is not restricted (pastel, watercolor, chalk, colored pencil, computer generated, collage, etc…) with the following **exceptions**:
(a) Perishable, toxic, aerosol, flammable, or food items shall not be included as a part of any entry.
(b) These types of items may be represented through photographs or drawings.

(4) *<u>Packaging and Labeling</u>*. Entries shall be safely packaged, boxed, and shipped to the University Interscholastic League's office. Each item in each entry shall be labeled using copies of the labeling form found on the UIL website. **Note that if multiple entries are shipped in a large box from one school, each individual entry shall be packaged separately inside the larger box.** This assists in the administration of the contest and alleviates confusion.

(5) *<u>Group Submission.</u>*   A **Group** shall consist of **four** student designers. Each school may enter **one** group entry. Schools intending to submit a group entry shall submit all of the following items:

(A)   **SCENE DESIGN (League Stage Drawings are on the Theatrical Design Webpage)**
     (i)   A *<u>mounted</u>*, *<u>groundplan</u>*. The groundplan shall be in scale and not exceed 11" X 17" (*note new larger size*) including a *<u>titleblock.</u>* Any scale

is allowed but scales larger than ¼"=1' are probably too large to fit on the 11" X 17" space that is allowed.

    (ii)   An **_inspiration board_** , measuring a maximum of 10" X 15", (*previously called a research collage*) that reflects the designer's choices .

    (iii)   An illustration of the final design which may be either:

        (a) A mounted 10"x15" two-dimensional colored **_perspective rendering_**. OR

        (b) Photographs of a **_model_** of the set design. The photographs may be mounted on a maximum of two 8.5" X 11" **plates**. It is highly recommended that at least one of the photographs be of the entire set model and other photographs show attention to detail. A human figure shall be included so as to communicate scale in the pictures.

    (iv)   A two-page MAXIMUM double-spaced paper **justifying** the design choices and approach including the medium used for rendering or modeling. Designers **shall not describe** but rather justify design choices. This paper shall be three-hole punched and in some sort of a folder or notebook and labeled on the outside front cover.

(B)   **COSTUME DESIGN**

    (i)   Three **_mounted_** individual costume plates including a rendering and sample fabrics **_swatches_** and trim. Each **_plate_** shall not exceed 10" x 15".   **_Costume renderings_** shall be original and generated by the designer.

    (ii)   An **_inspiration board_** , measuring a maximum of 10" X 15", (*previously called a research collage*) that reflects the designer's choices .

    (iii)   A two-page MAXIMUM double-spaced paper **justifying** the design choices and approach including the medium used for rendering or modeling. Designers **shall not describe** but rather justify design choices. This paper shall be three-hole punched and in some sort of a folder or notebook and labeled on the outside front cover.

(C)   **MARKETING**

    (i)   A **_mounted_** poster design. The poster and mount shall not exceed 11" X 17".

    (ii)   An 8.5" X 5.5" program **_mounted_** on a 10"x15" **plate** in a way that it can be removed for adjudication. The program shall have a minimum of a cover plus inside pages that include a title page and a cast and crew page. The content concerning personnel on those pages may be invented by the designer.

    (iii)   An **_inspiration board_** , measuring a maximum of 10" X 15", (*previously called a research collage*) that reflects the designer's choices .

    (iv)   A **_mounted_** specialty item. The item and mount shall not exceed 10" x 15". This may include any type of advertising medium. Websites may be used as long as each webpage is printed and bound in a way that fits the plate size requirement (10" X 15").

(v)   A ***mounted*** campaign budget. The item and mount shall not exceed 10" x 15". This is a detailed account of the costs associated with doing all that is planned on the marketing campaign and may be done as a typed document or a spreadsheet.

(vi)   A two-page MAXIMUM double-spaced paper **justifying** the **marketing campaign strategy** and design choices. Designers **shall not describe** but rather justify their **marketing campaign strategy**. This paper shall be three-hole punched and in some sort of a folder or notebook and labeled on the outside front cover.

(D)   **HAIR & MAKEUP DESIGN**

(i)   Three ***mounted*** individual character ***Hair & Makeup renderings*** or charts, including a product legend. Each item and mount shall not exceed 10" x 15". The renderings may be freehand drawings or be submitted on commercially produced makeup charts. The product legend must list product names, but may also include color swatches. Designers should declare hair and prosthetic pieces used in the design as either purchased or built by the designer. Renderings may not be altered nor modified photographs of the executed design.

(ii)   Three ***mounted*** plates containing photographs of the executed hair & makeup designs. Each mounted ***plate*** shall not exceed 10" x 15". The designer may include as many photographs as desired and may arrange them in any manner so long as they fit within the allowed space.

(iii)   An ***inspiration board*** , measuring a maximum of 10" X 15", (*previously called a research collage*) that reflects the designer's choices .

(iv)   A two-page MAXIMUM double-spaced paper **justifying** the design choices and approach including the medium used for rendering or modeling. Designers **shall not describe a how to process,** but rather justify design choices. This paper shall be three-hole punched and in some sort of a folder or notebook and labeled on the outside front cover.

(6) ***Individual Submission***.

(A) Schools intending to submit individual entries may enter two students in each of the following: Scene Design, Costume Design, Marketing Design, and Hair & Makeup Design.

(B) The individual entries shall contain all of the items required under A-D above for the category selected.

(C) A student may enter more than one category. Students entered as part of a group may also enter individual categories. **They shall not, however, use the same submission in both the group and an individual entries.**

UNIVERSITY INTERSCHOLASTIC LEAGUE
THEATRICAL DESIGN CONTEST
GLOSSARY

(1) **Mounting:** Mounting is affixing a rendered plate to a stiff medium such as foam core, matt board, poster board, etc… for the purposes of vertical display. Mounting is not to contribute to the visual design of the plate affixed to it nor be three dimensional.

(2) **Matting:** Matting is providing a frame for the rendered plate. For the purposes of the contest, matting shall be **ONLY** black, not embellished in any way, and shall not exceed the size requirements for each plate given in the design requirements. Note that matting is not required for any plate in any category but can be used if the designer chooses.

(3) **Medium:** Medium is any vehicle or artistic product that is used to render the designers ideas. It can include but is not limited to pastel, colored pencil, watercolor, acrylic, oil, computer-generated images (following copyright laws), collage, etc… Please note materials prohibited in the design requirements.

(4) **Group:** A group consists or four designers and each must be attributed to a single design category on the entry form and labeling of the plates included in the entry.

(5) **Groundplan:** An aerial view of the performance space that indicates all scenery planned for the performance. It is drawn to scale and ¼"=1' is a common scale used for this type of theatrical drawing. It includes both non-moveable elements of the space's architechture (i.e. plaster line, back and side walls of the stage, apron size, etc…) and scenic design elements. It is not common professional practice to draw groundplans on graph paper.

(6) **Titleblock:** A titleblock is a box on a groundplan that gives basic information about the drawing it is associated with. Common items on a titleblock are the production title,the producing organization, the performance space, the designer, and the scale the drawing is drawn in. Placing of the titlebock is flexibe but it always occupies a part of the outer border of the groundplan.

(7) **Inspiration Board:** A collection of pictures and items that inspire and inform a designer's approach to the finished design. Items on an inspiration board may be three-dimensional.

(8) **Perspective Rendering:** An original designer-generated drawing of a set design, drawn to scale, that indicates the depth of the design in a flat, two-dimensional way. A human figure should be included as to denote scale to the naked eye.

(9) **Model**: An original designer-generated representation of a set design, done to scale, in a three-dimensional manner. A human figure should be included as to denote scale to the naked eye.

(10) **Swatch:** A small sample of fabric or trim intended for use in the construction of a costume. Swatches are instrumental in communicating color, pattern and texture. Size varies due to the scale of pattern or design on some fabrics but generally speaking, the largest swatch used is 6" X 6". Smaller swatches are ideal.

(11) **Plate:** A complete display of an individual rendering plus any matting if desired by the designer.

(12) **Costume rendering:** An original representation of the costume design in the colors desired.   Generally, costume renderings are hand-drawn but the medium chosen by the designer is not limited by the contest.

(13) **Campaign strategy:** A written account of all items and activities planned to publicize a play's production.

(14) **Makeup/Hair rendering:**   An original colored drawing of the planned make/hair design.   For the purpose of the contest, altered or modified photographs are not permitted.

(15) **Individual Submission:**   Any student entry that is only one of the four categories of the contest.

SUBMITTING YOUR ENTRIES - NEW PROCEDURE

1.) Label all items using the labels posted at

   https://www.uiltexas.org/theatre/theatrical-design

2.) Fill out the form for Theatrical Design Entries Found at this Link. (It will open January 10.) Once you send it, the system will provide us with a copy of your school's entry via e-mail and send you a confirmation.

   https://www.uiltexas.org/machform/view.php?id=81031

   The link is also found on the Theatrical Design webpage

   https://www.uiltexas.org/theatre/theatrical-design

3.) Print two copies of the return receipt that you will receive via e-mail.
4.) Include one copy of the return receipt with your package.