

# WHAT MAKES A WINNING DESIGN?

SESSION #432

## BEFORE WE GET STARTED

Remember to register your  
attendance and  
complete session evaluations.

Session numbers  
are in the program.



Scan Me

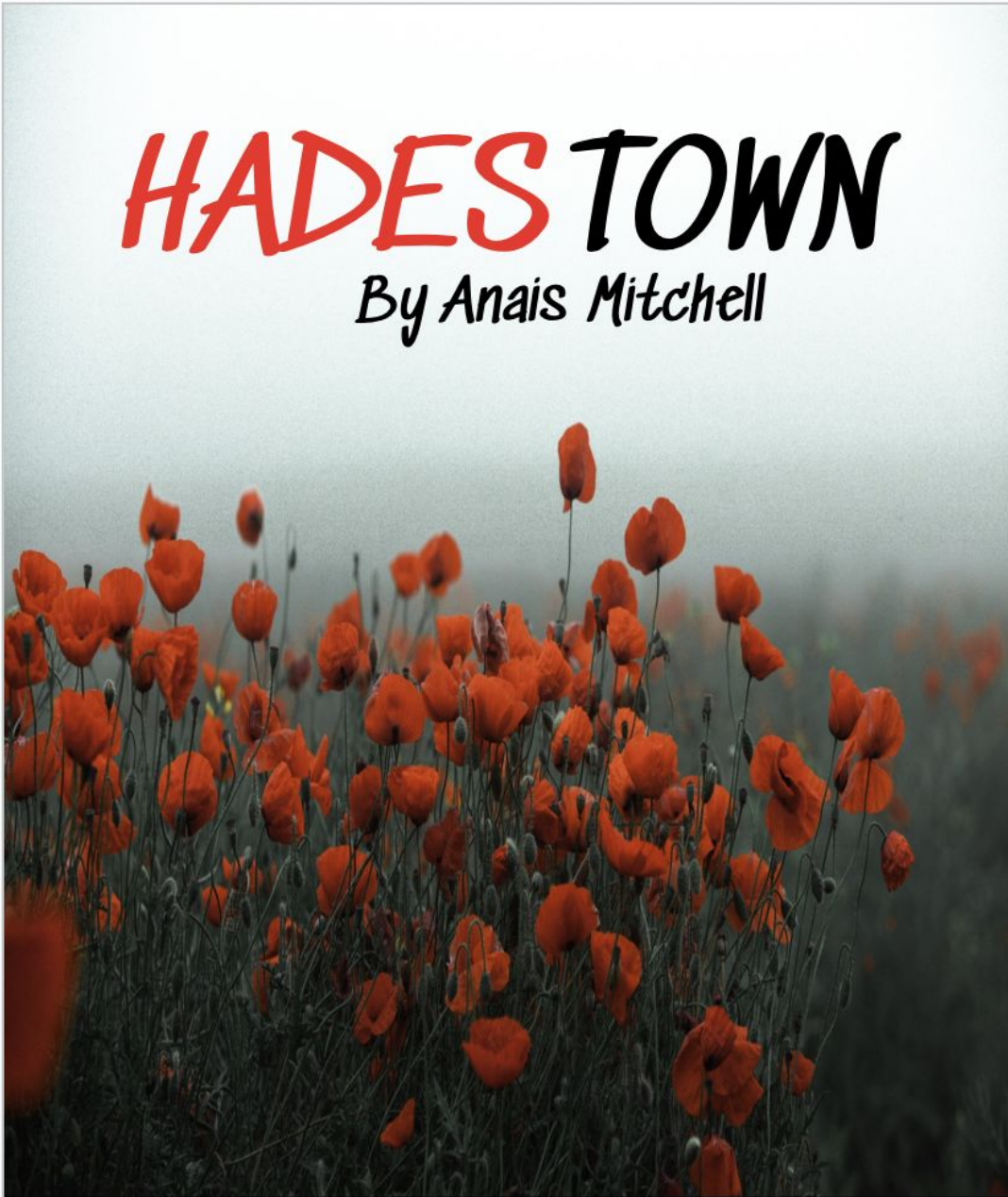




# Theatrical Design Contest Prompt 2023 - 24

## *HADES* TOWN

*By Anais Mitchell*



**THEATRICAL  
DESIGN CONTEST  
2023-24**

# 2023 - 2024 Theatrical Design Directorial Prompt

We will produce the musical, *Hadestown*, Book, Music & Lyrics by Anais Mitchell.

After a careful study of the musical, *Hadestown* by Anais Mitchell, designers must select a theme and create a thematic statement that will drive all design decisions and be evident throughout all their design choices and supported with textual or music lyric references.

Designers this year will be asked to define their own theme or message from the story. This becomes their guiding statement and should be clearly stated.

The possibilities for themes in the musical are endless as the story touches on so many ideas relevant not only throughout history but to our modern society. Once you identify what you determine as the most engaging theme in the production, make design choices to highlight and support that purpose throughout. Your design should highlight the theme's thread throughout the entire production. This is sometimes referred to as a "concept," "motif," or "commanding image" to name a few examples of the language designers use to communicate their overriding vision.

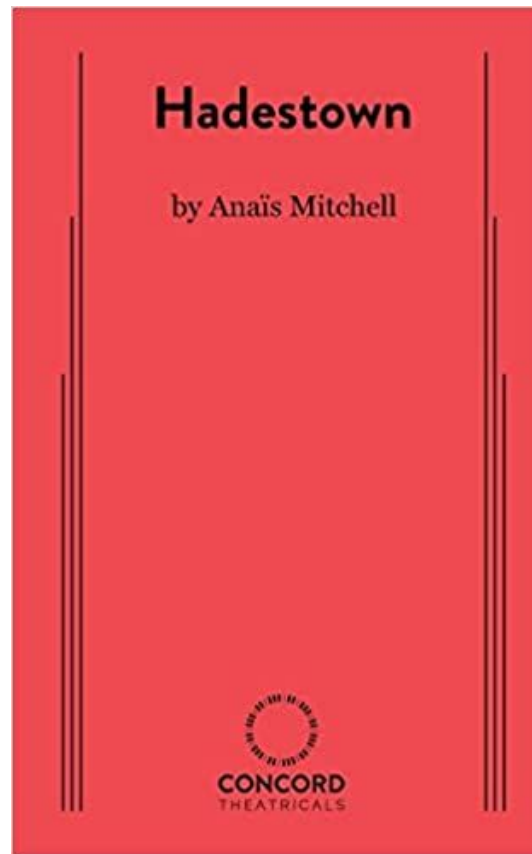
Designs can be set in a different time or place as inspired by the designer's thematic statement, but may stay in the original setting, as long as designs are original and not overtly emulating, imitating or copying other designers' work and intellectual property.

Your designs shall NOT reflect nor copy any other live or film, stage or broadcast versions of the musical. Plates should also denote how images were created (examples include but are not limited to: hand drawn, ProCreate, Photoshop, etc).

The Official Title, *Hadestown by Anais Mitchell*, should appear on every plate. Some plates may require additional information.

*Plate labels must denote how images were created to include digital software disclosure. Designer must be upfront about AI generated images and content.*

The official version of the script is the acting edition available from multiple sources.



**INFORMATION DIRECT FROM CONCORD THEATRICALS:**

Since *Hadestown* is not available for licensing just yet, when you send the below billing information to students and teachers our legal team has asked that you include the following notice, “This billing is for theoretical use only and is subject to change. Any future art and/or marketing productions of *Hadestown* should come directly from the production license with Concord Theatricals.”

**Author Credit** (The author’s name will appear in all instances in which the title of the Property appears, including all programs, web pages, house boards, and publicity and advertising in all media (including all print and electronic media) within the control of Licensee. Except as otherwise specified below, the name of the Author will appear on a separate line on which no other name appears as set forth below immediately following the title of the Property and will appear in size type not less than fifty percent (50%) of the size of the title type, as follows:

HADESTOWN  
By Anaïs Mitchell (50%)

Every time Title is listed it must include author.

**Production Credit** (The following shall appear in clear and prominent text on the title page of all **programs only** for amateur productions. Such credits shall appear in a size no smaller than the type size used for the designers of such production.)

Originally produced on Broadway by Mara Isaacs, Dale Franzen, Hunter Arnold, and Tom Kirdahy

Original New York Production developed with and directed by Rachel Chavkin

## 2023 - 24 UIL Theatrical Design **COSTUME DESIGN** Challenge

Each school may submit TWO Individual COSTUME DESIGN Entries

*Students designing costumes will submit a total of (4) plates plus their Justification Paper and Prompt Address Statement. The required elements are outlined as follows and should be submitted in order:*

**Justification Paper:** Students will submit a maximum 750-word paper that includes their explanation of the theme they have selected, justifies and explains their time and place decision as a reflection of that theme, and explains how it is reflected in their designs.

**Prompt Address Statement:** Students must submit a **thematic statement** (See Prompt Address Preparation Questions) to clarify the **theme** they have identified as driving their design choices. This is similar to a thesis statement. It should clearly state the theme designers used to guide their choices. 100 word limit.

**Plate #1:** Students will submit an Inspiration/Mood Board (Maximum Mounted Size 10" x 15" x 1.5") showing the inspirational basis for their **theme**. The goal of this plate is to give an overall impression of guiding images and ideas that the designer feels best reflect their Theme Statement.

**Plate #2:** Character Progression (Maximum Mounted Size 11"x17") Colored Illustrations showing a single character's progression through the musical. You may choose any character, but must include at least a look in aboveground and underworld (Hadestown). Labeling must include the name of the musical, the character name and the act/musical number numbers for the costumes provided. The goal of this plate is to show a characters progression through costuming that reinforces a character's journey. (No Swatches Required).

**Plate #3:** Costume Parade View of 3 or more characters (Maximum Mounted Size 11"x17") Colored Illustration showing a single musical number with 3 or more characters present in the same illustration. Labeling must include the name of the musical, act and musical number and character names. The goal of this plate is to show how costume design reflects not only the individual characters, but reflects/support their relationship to the others they share the musical number with visually. (No swatches required)

**Plate #4:** Full Color Rendering or Photograph of Realized\* Design (Maximum Mounted Size 11"x17"). The designer must provide a full color rendering with swatches or photograph(s) of a realized costume design\* for a character of their choice with swatches.. Labeling must include the name of the musical, the name of the character and the act/musical number for the costume shown. The goal of this plate is to show that the designer has a fully detailed vision for the finished costume that can be completely visualized from the rendering or photos provided.

**NOTE:** *The designer may choose any characters for each plate, but must not REPEAT a character across plates. No fully realized backgrounds (may use horizon line, ink blot, shadowing, etc)*

*\* Realized may be achieved with a scale size costume on a doll/mannequin or sewn costume on a performer/dress model.*

**ALL ENTRIES MUST BE SUBMITTED WITHIN THE GOOGLE SLIDES OR POWERPOINT TEMPLATE PROVIDED**

*Mounting is NOT required for Round 1 Submission, but is required for State. All mounting must be on solid black foam core or mat board as per contest guidelines and must not exceed the size limits specified here. Justification Paper and Prompt Address will NOT be mounted for display.*

**Submission Deadline Saturday, February 17th, 2024 at 11:59pm**

# 2023 - 24 Costume Design–State Display Verification Requirements

	<i>Max Size Allowed</i>	<i>Content</i>
<b>Plate 1</b>	10"x15"x1.5"	<b>Inspiration Board</b>
<b>Plate 2</b>	11"x17"	<b>Colored Illustration of Character Progression</b> <ul style="list-style-type: none"><li>• Musical Title Labeled (<i>Hadestown by Anais Mitchell</i>)</li><li>• Character's Name Labeled</li><li>• Act and Songs Labeled</li><li>• Must denote how image was created to include digital software disclosure</li><li>• Must show aboveground look and underworld (Hadestown) look</li></ul>
<b>Plate 3</b>	11"x17"	<b>Costume Parade View of at least three characters</b> <ul style="list-style-type: none"><li>• Musical Titled Labeled (<i>Hadestown by Anais Mitchell</i>)</li><li>• Characters' Names Labeled</li><li>• Act and/or Song(s) Labeled</li><li>• Must denote how image was created to include digital software disclosure</li><li>• Minimum of 3 Characters Included</li></ul>
<b>Plate 4</b>	11"x17"	<b>Full Colored Rendering OR Photos of Realized Design</b> <ul style="list-style-type: none"><li>• Musical Title Labeled (<i>Hadestown by Anais Mitchell</i>)</li><li>• Character's Name Labeled</li><li>• Act and/or Song(s) Labeled</li><li>• Must denote how image was created to include digital software disclosure</li><li>• Swatches (must be actual fabric for State)</li></ul>

## Special Instructions

- No fully realized settings (may use horizon line, ink blot, shadowing, etc)
- The designer may choose any characters for each plate, but must not REPEAT a character across plates

## General Instructions

- Used Solid Black Mat or Foam Board in correct sizes (No Posterboard)
- Other than artwork, all visible surface area is the Black Mounting Board
- No materials wrapped around or items extended past sides
- No food, toxic, perishable, flammable, electronic or medium that can damage display

I, \_\_\_\_\_, as Theatrical Design Sponsor, hereby certify to the best of my ability that we have adhered to these requirements in preparing this entry for contest submission and that ALL artwork is the original creation of the designer submitting it or is fair use as justified in the justification paper and or plate labeling..

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Sponsor Signature

Date

## 2023 - 24 UIL Theatrical Design SET DESIGN Challenge

Each school may submit TWO Individual SET DESIGN Entries

*Students designing SET will submit a total of (5) plates plus their Justification Paper and Prompt Address Statement. The required elements are outlined as follows and should be submitted in order:*

**Justification Paper:** Students will submit a **maximum** 750-word paper that includes their explanation of the theme they have selected, justifies and explains their time and place decision as a reflection of that theme, and explains how it is reflected in their venue selection as well as their designs.

**Prompt Address Statement:** Students must submit a **thematic statement** (See Prompt Address Preparation Questions) to clarify the **theme** they have identified as driving their design choices. This is similar to a thesis statement. It should clearly state the theme designers used to guide their choices. 100 word limit.

**Plate #1:** Students will submit an Inspiration/Mood Board (Maximum Mounted Size 10" x 15" x 1.5") showing the inspirational basis for their **theme**. The goal of this plate is to give an overall impression of guiding images and ideas that made their way into the final design

**Plate #2:** Full Scale Color Rendering or Scale Set Model Photos showing Aboveground (Maximum Mounted Size 11"x17") Designer should choose a specific musical number performed in Aboveground. Labeling must include the name of the musical, location, and how image was created to include digital software disclosure. A character figure must be included to indicate scale. The goal of this plate is to show the first major location required by the script.

**Plate #3:** Full Scale Color Rendering or Scale Set Model Photos showing the underworld (Hadestown) (Maximum Mounted Size 11"x17") Designer should choose a specific musical number performed in Hadestown. Labeling must include the name of the musical, location, and how image was created to include digital software disclosure. A character figure must be included to indicate scale. The goal of this plate is to show the second major location required by the script.

**Plate #4:** Scenic Transition Plan (Maximum Mounted Size 11"x17") - The designer must provide a plan to handle the transition from aboveground to underworld (Wait for Me) Act 1 - OR - the transition from underworld to aboveground (Wait for Me-Reprise)Act 2. This could include combinations of a written description, a storyboard of sketches or model photos, a qr code to a video of model movements, or any other medium that fit onto the allotted space. The goal of this plate is to show the designer plans for scenic transitions as required by the script within the song.

**Plate #5:** Drafted Scale Ground Plan (Permanent Set) of Plate 2 OR 3 (Maximum Mounted Size 11"x17"). The designer must provide a full scale ground plan of the set for aboveground OR the underworld in their chosen space. Drafting must adhere to USITT standards and include a proper border and completed title block as well as necessary dimensions. (SEE TEMPLATES PROVIDED) They may be either hand drawn or Computer Aided Drafting. The ground plan should indicate the permanent structure of the venue and the location of the audience in relation to the stage. The goal of this plate is to show a fully functional scenic ground plan within the perimeters of the envisioned venue by using an industry standard format.

**NOTE: Designers may choose one of three of the following configurations and may use provided architectural templates: Proscenium, Thrust, or Theatre in the Round. Front views provided for reference only. SEE GUIDELINES.**

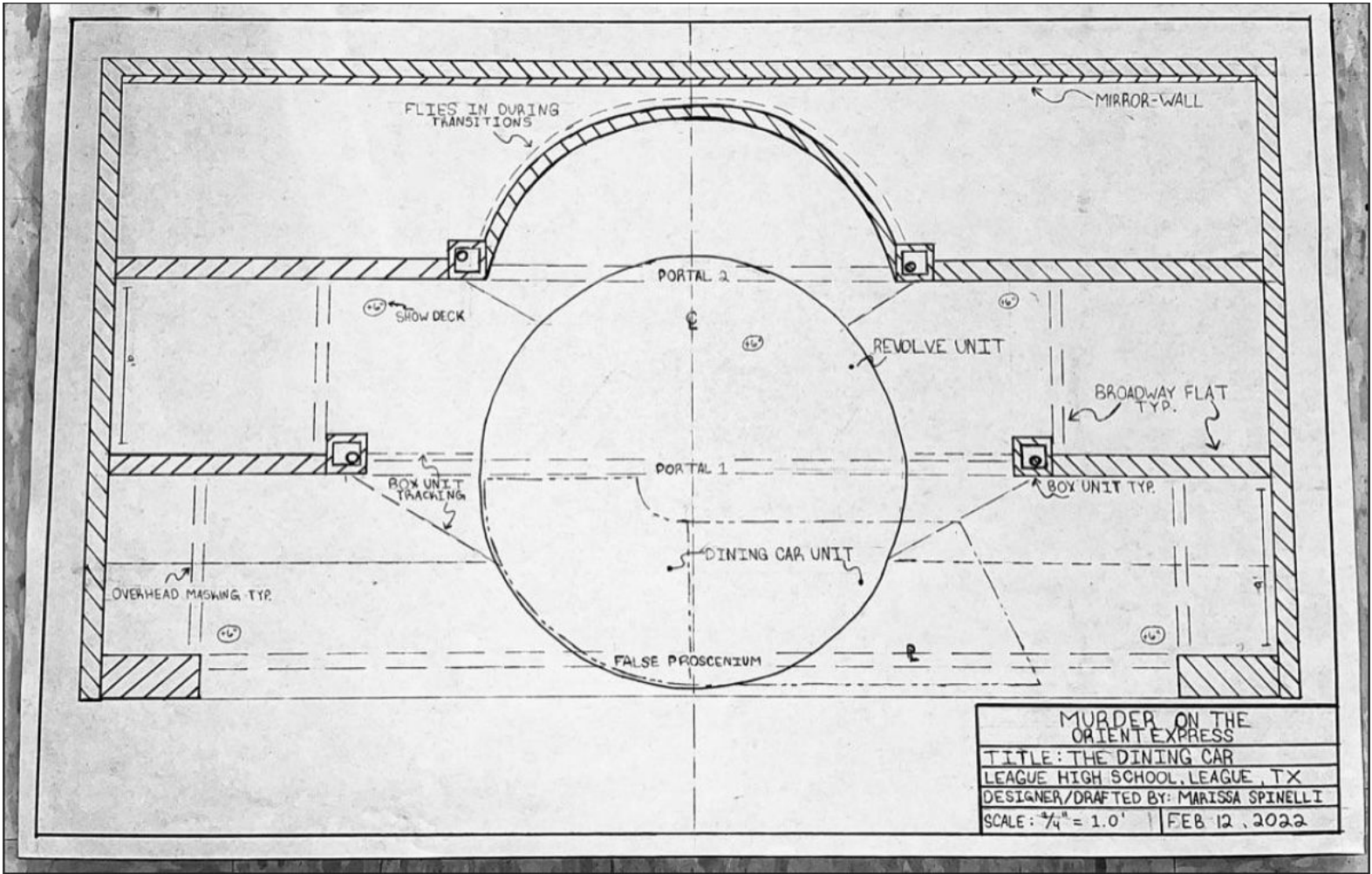
**ALL ENTRIES MUST BE SUBMITTED WITHIN THE GOOGLE SLIDES OR POWERPOINT TEMPLATE PROVIDED**

*Mounting is NOT required for Round 1 Submission, but is required for State. All mounting must be on solid black foam core or mat board as per contest guidelines and must not exceed the size limits specified here. Justification Paper and Prompt Address will NOT be mounted for display.*

**Submission Deadline Saturday, February 17th, 2024 at 11:59pm**

# Ground Plan Example and Standards

## HAND DRAFTED GROUND PLAN:



## ESSENTIAL USITT STANDARDS:

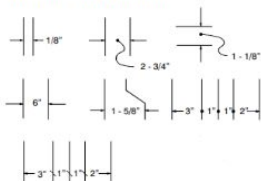
**2.1 Handwritten ground plans should be drafted in pen or pencil only. ANSI standard as follows:**

Pen: Thin: .010 to .0125 width  
Thick: .020 to .025 width  
Pencil: Thin 0.3mm  
Thick: 0.5mm

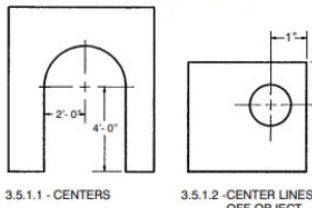
### 2.2 Line Types:

TYPE	STYLE	NOTES
2.2.1 - PLATE BORDER	THICK (2 LINES)	THICK
2.2.2 - VISIBLE OUTLINE	THICK	THICK
2.2.3 - HIDDEN LINE	DASHED	THIN
2.2.4 - CEILING LINE	CILING LINE	THIN - LOCAL NOTE REQUIRED
2.2.5 - PLASTER LINE	DASHED	THIN
2.2.6 - SET LINE	DASHED	THIN
2.2.7 - CENTER LINE	DASHED	THIN - LABEL USED ON CENTER LINE OF SET
2.2.8 - LEADER LINE	THIN	TO AN OUTLINE TO A SURFACE
2.2.9 - EXTENSION LINES AND DIMENSION LINES	THIN	FULL ARROWHEADS PREFERRED

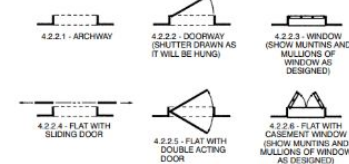
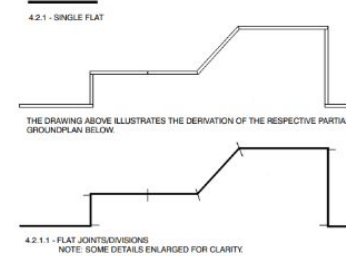
### 3.0 Styles Dimensioning:



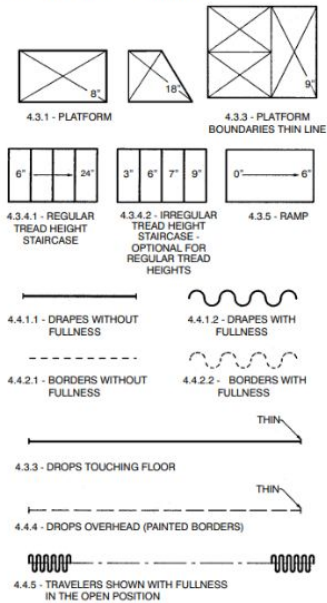
### 3.4 dimensioning for crowded spaces:



### 4.0 Scenery Symbols:



### 4.0 Scenery Symbols: Continued





# GROUND PLAN FILES

These can be printed to scale on 11x17 paper

## Proscenium Stage Space

[https://drive.google.com/file/d/1qP8XEsYcwvU\\_hj\\_EfUoV1-QBtm9WDuZo/view?usp=sharing](https://drive.google.com/file/d/1qP8XEsYcwvU_hj_EfUoV1-QBtm9WDuZo/view?usp=sharing)

## Thrust Stage Space

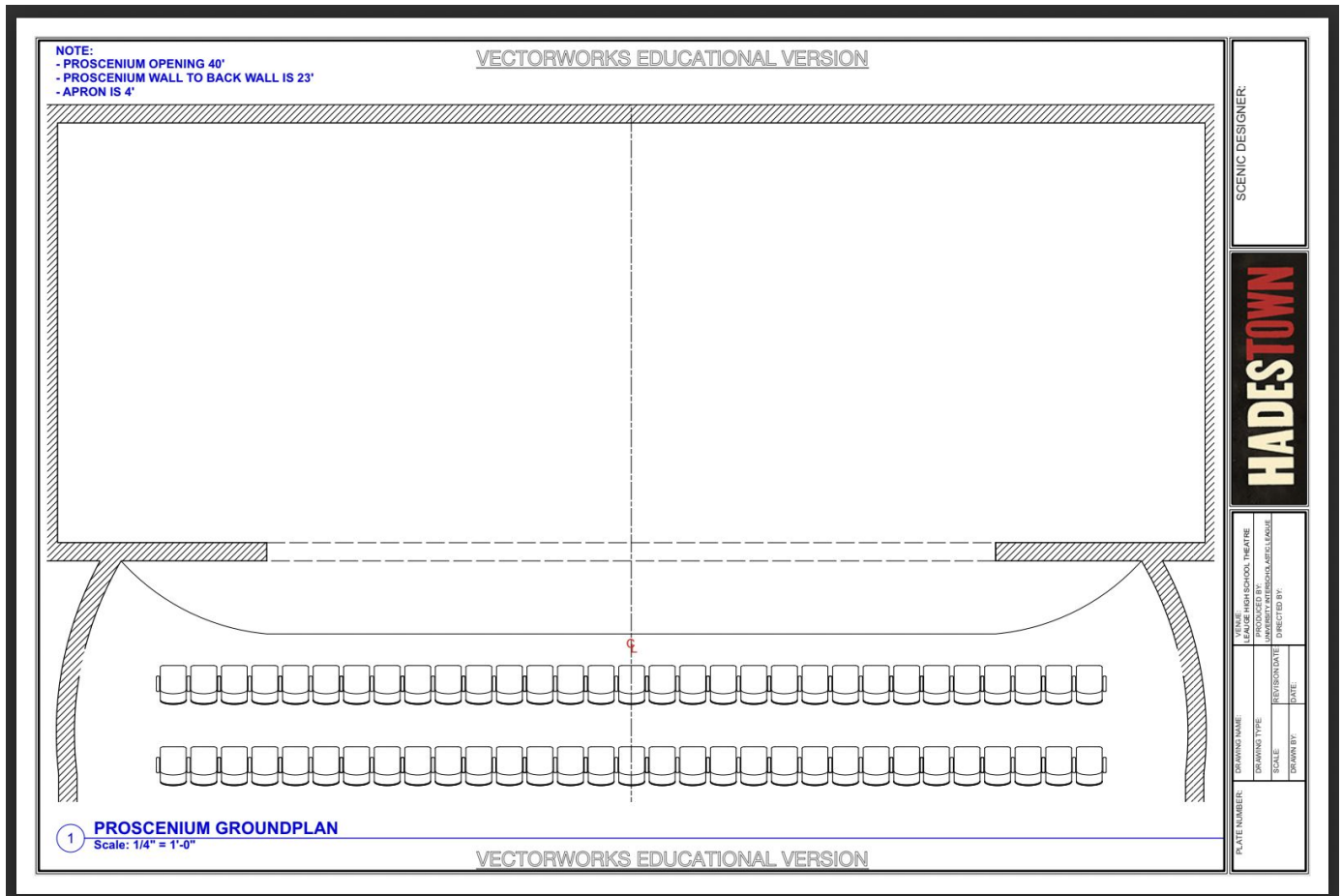
[https://drive.google.com/file/d/1K3Csggl\\_tdI3M8Dz8742l-QgwTditWfK/view?usp=sharing](https://drive.google.com/file/d/1K3Csggl_tdI3M8Dz8742l-QgwTditWfK/view?usp=sharing)

## Arena/In the Round Space

[https://drive.google.com/file/d/1\\_EzxnaecRBJJXotTrTm7OmCtdLoBpBzZ/view?usp=drive\\_link](https://drive.google.com/file/d/1_EzxnaecRBJJXotTrTm7OmCtdLoBpBzZ/view?usp=drive_link)

These can be opened in CAD programs:

<https://drive.google.com/file/d/1CIqfEiofVm-mJVUue7ujbljvL4TZwlLn/view?usp=sharing>



# 2023 - 24 Set Design—State Display Verification Requirements

	<i>Max Size</i>	<i>Content</i>
<b>Plate 1</b>	10"x 15"x1.5"	<b>Inspiration Board</b>
<b>Plate 2</b>	11"x 17"	<b>Full Color Rendering OR Photos of Scale Model (aboveground)</b> <ul style="list-style-type: none"><li>• Musical Title is Labeled (<i>Hadestown by Anais Mitchell</i>)</li><li>• Act and musical number is Labeled</li><li>• Must denote how image was created to include digital software disclosure</li></ul>
<b>Plate 3</b>	11"x 17"	<b>Full Color Rendering OR Photos of Scale Model (underworld (Hadestown))</b> <ul style="list-style-type: none"><li>• Musical Title is Labeled (<i>Hadestown by Anais Mitchell</i>)</li><li>• Act and musical number is Labeled</li><li>• Must denote how image was created to include digital software disclosure</li></ul>
<b>Plate 4</b>	11"x 17"	<b>Scenic Transition Plan</b> <ul style="list-style-type: none"><li>• Musical Title is Labeled (<i>Hadestown by Anais Mitchell</i>)</li><li>• Acts and musical number is Labeled</li><li>• Must denote how image was created to include digital software disclosure</li></ul>
<b>Plate 5</b>	11"x 17"	<b>Hand Drafted or Computer Aided Drafting Ground Plan for Plate 2 or Plate 3</b> <ul style="list-style-type: none"><li>• Uses Provided Template</li><li>• Includes Page Border (<i>may not include visible black border when mounted</i>)</li><li>• Includes Full Title Block</li><li>• Shows Basic Structure of Venue &amp; Audience Position</li><li>• Dimensions are Labeled. (<i>If hand drafted, must be in pencil or pen.</i>)</li></ul>

## Special Instructions

- Designers may choose one of three of the following configurations and must use provided architectural template: Proscenium, Thrust, or Theatre in the Round. Front views provided for reference only

## General Instructions

- Used Solid Black Mat or Foam Board in correct sizes (No Posterboard)
- Other than artwork, all visible surface area is the Black Mounting Board
- No materials wrapped around or items extended past sides
- No food, toxic, perishable, flammable, electronic or medium that can damage display

I, \_\_\_\_\_, as Theatrical Design Sponsor, hereby certify to the best of my ability that we have adhered to these requirements in preparing this entry for contest submission and that ALL artwork is the original creation of the designer submitting it or is fair use as justified in the justification paper and or plate labeling.

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Sponsor Signature

Date

## 2023 - 24 UIL Theatrical Design HAIR/MAKEUP DESIGN Challenge

Each school may submit TWO Individual HAIR/MAKEUP DESIGN Entries

*Students designing HAIR and MAKEUP will submit a total of (7) plates plus their Justification Paper and Prompt Address Statement. The required elements are outlined as follows and should be submitted in order:*

**Justification Paper:** Students will submit a **maximum** 750-word paper that includes their explanation of the theme they have selected, justifies and explains their time and place decision as a reflection of that theme, and explains how it is reflected in their designs.

**Prompt Address Statement:** 100 word limit. Students must submit a **thematic statement** (See Prompt Address Preparation Questions) to clarify the **theme** they have identified as driving their design choices. This is similar to a thesis statement. It should clearly state the theme designers used to guide their choices.

**Plate #1:** Students will submit an Inspiration/Mood Board (Maximum Mounted Size 10" x 15" x 1.5") showing the inspirational basis for their **theme**. The goal of this plate is to give an overall impression of guiding images and ideas that made their way into the final design

**Plates #2, #4, and #6:** The student will submit **Hair and Makeup Design Maps** for (3) Characters - Students may select any characters. (Maximum Mounted size 10"x15"). Students should use a makeup chart on a lined drawing face template to plan their designs. They may use an existing template or one of their own creation. Designers are encouraged to use written instructions. Labeling should include the musical name and the character name. A product legend must be included listing all materials used to create the finished design. Must denote how image was created to include digital software disclosure. The goal of these plates is to show a detailed plan for how the finished hair and makeup application will specifically be achieved. Emphasis on this plate is communicating instruction and placement.

**Plates #3, #5, and #7:** Students will submit **Unfiltered Photos of the Applied Hair/Makeup Design For Each of the Corresponding Schematics.** (Maximum Mounted Size 10"x15") Labeling should include the musical name and the character name. Students must provide a full front photo, but may include detailed photos for other elements if needed. Nothing in the photo should detract from the applied makeup design. Photos should not be digitally manipulated except to correct lighting issues. The goal of these plates is to show what the fully realized makeup application should look like.

**NOTE:** Designer may choose any Models for Makeup Application do NOT have to be high school students. Plate #2 should correspond to Plate #3, 4 to 5 and 6 to 7. (They will be loaded into the digital file in numerical order) Nothing in photo should detract from the makeup design.

**ALL ENTRIES MUST BE SUBMITTED WITHIN THE GOOGLE SLIDES OR POWERPOINT TEMPLATE PROVIDED**

*Mounting is NOT required for Round 1 Submission, but is required for State. All mounting must be on solid black foam core or mat board as per contest guidelines and must not exceed the size limits specified here. Justification Paper and Prompt Address will NOT be mounted for display.*

**Submission Deadline Saturday, February 17th, 2024 at 11:59pm**

# Makeup Chart Creation Ideas

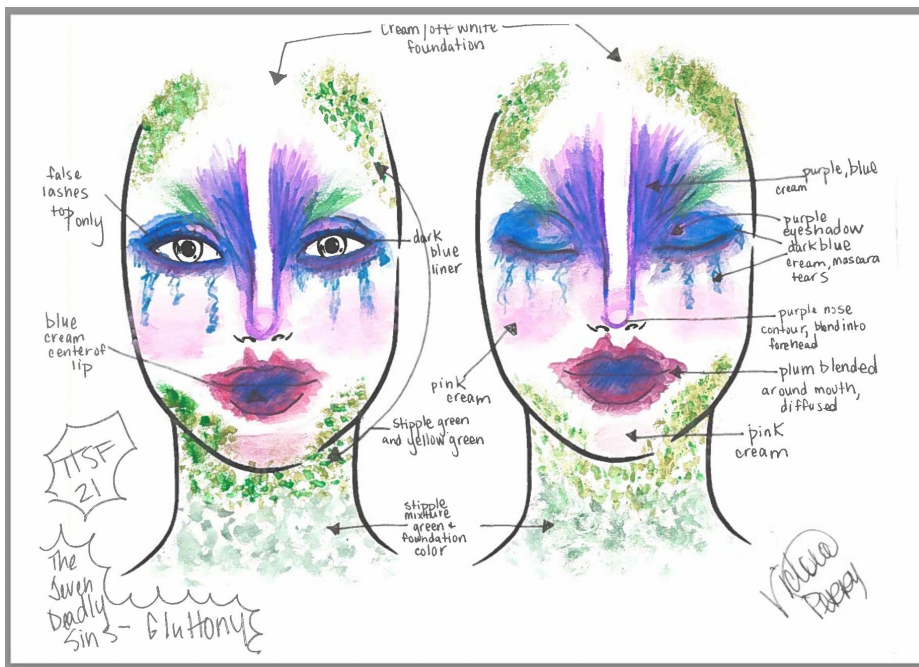
Video showing how to make a digital face template from a photo

<https://youtu.be/Veddlo9qXQg>



Link to Book on Amazon

<https://a.co/d/h9nUlOo>



Sample of a Makeup Map prepared on a chart

**REMEMBER  
EMPHASIS IS ON  
INSTRUCTION**

You can also take a photograph of your model and then place paper over it and trace the outline of the face to create a simple face template that can be customized for the specific actor.

While you are working on charts for makeup, don't forget to include hair design and steps.

## 2023 - 24 Hair/Makeup Design—State Display Verification Requirements

	<b>Max Plate Size Allowed</b>	<b>Content</b>
<b>Plate 1</b>	10"x15"	<b>Inspiration Board</b>
<b>Plate 2,4,6</b>	10"x15"	<b>Colored Map of Hair and Makeup Design (1 per plate)</b> <ul style="list-style-type: none"><li>• Musical Title Labeled (<i>Hadestown by Anais Mitchell</i>)</li><li>• Character Name Labeled</li><li>• Product Legend Indicating Supplies Needed</li><li>• Must use provided face template</li><li>• Must denote how image was created to include digital software disclosure</li></ul>
<b>Plate 3,5,7</b>	10"x15"	<b>Photo(s) of Realized Hair and Makeup Design</b> <ul style="list-style-type: none"><li>• Play Title Labeled (<i>Hadestown by Anais Mitchell</i>)</li><li>• Character Name Labeled</li><li>• Minimum of Full Front View</li></ul>

### Special Instructions

- Must use provided face templates for makeup maps
- Designer's Choice for all characters

### General Instructions

- Used Solid Black Mat or Foam Board in correct sizes (No Posterboard)
- Other than artwork, all visible surface area is the Black Mounting Board
- No materials wrapped around or items extended past sides
- No food, toxic, perishable, flammable, electronic or medium that can damage display

I, \_\_\_\_\_, as Theatrical Design Sponsor, hereby certify to the best of my ability that we have adhered to these requirements in preparing this entry for contest submission and that ALL artwork is the original creation of the designer submitting it or is fair use as justified in the justification paper and or plate labeling.

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Sponsor Signature

Date

## 2023 - 24 UIL Theatrical Design **MARKETING DESIGN** Challenge

Each school may submit TWO Individual **MARKETING DESIGN** Entries

*Students designing **MARKETING** will submit a total of (4) plates plus their Justification Paper and Prompt Address Statement. The required elements are outlined as follows and should be submitted in order:*

**Justification Paper:** Students will submit a **maximum** 750-word paper that includes their explanation of the theme they have selected, justifies and explains their time and place decision as a reflection of that theme, and explains how it is reflected in their designs. (NOTE: Explanation of sources for all artwork should also be included within the paper)

**Prompt Address Statement:** Students must submit a **thematic statement** (See Prompt Address Preparation Questions) to clarify the **theme** they have identified as driving their design choices. This is similar to a thesis statement. It should clearly state the theme designers used to guide their choices. 100 word limit.

**Plate #1:** Students will submit an Inspiration/Mood Board (Maximum Mounted Size 10" x 15" x 1.5") showing the inspirational basis for their **theme**. The goal of this plate is to give an overall impression of guiding images and ideas that made their way into the final design

**Plate #2: Original Poster (Maximum Mounted Size 11"x17")** Student should use LEAGUE HIGH SCHOOL as the producing organization and include the full title (Hometown by Anais Mitchell) and required information needed to attend the show (when, where, how much, how to get tickets). There should be three performances **which may take place when the designer chooses within their production year** at 7:00pm. The goal of this plate is to show the primary advertising image of the campaign.

**Plate #3: Production Program (Maximum Size 5.5"x8.5")** The program must include the cast and production company information for the musical and adhere to publisher guidelines. The program should be a minimum of 4 pages, but not exceed 8. Names may be fictionalized. Program must denote how images for poster and program were created to include digital software disclosure. The goal of this plate is to show how key production information is communicated to the audience in advance of the performance starting (For STATE only, 3 copies will be provided in a standardized 8"x10" box pocket plate.)

**Plate #4: Specialty Campaign Pitch Ideas (Maximum Mounted Size 10"x15")**. The designer must outline two IDEAS that could become fully realized marketing campaigns. These are not fully fledged campaigns but the "elevator pitch" of ideas for potential campaigns. Marketing material could be a study guide, a trailer, a specialty event itinerary, or a promotional event flyer. Plate might include photographs, written explanations, etc. and should specify the audience the approach is meant to target and support the potential effectiveness of the strategy. The goal of this plate is to show that the designer recognizes and plans for a variety of potential target audiences for the production.

**Plate #5: Realized Specialty Campaign (Maximum Mounted Size 11"x17")**. The designer must describe/plan a third special promotion that targets the primary audience for this production and produce the realized marketing material. This should be a distinct and different idea than the two presented on Plate #4. "Realized" marketing material could be a fully created study guide, a QR code for an actual trailer, a specialty event itinerary, or a promotional event flyer or social media content calendar. The goal of this plate is to show that the designer recognizes, plans and executes marketing for a variety of potential target audiences for the production. The designer can bring a plan to action.

**ALL ENTRIES MUST BE SUBMITTED WITHIN THE GOOGLE SLIDES OR POWERPOINT TEMPLATE PROVIDED**

*Mounting is NOT required for Round 1 Submission, but is required for State. All mounting must be on solid black foam core or mat board as per contest guidelines and must not exceed the size limits specified here. Justification Paper and Prompt Address will NOT be mounted for display.*

**Submission Deadline Saturday, February 17th, 2024 at 11:59pm**

## 2023 - 24 Marketing Design – State Display Verification Requirements

	<i>Max Size Allowed</i>	<i>Content</i>
<b>Plate 1</b>	10"x15"x1.5"	<b>Inspiration Board</b>
<b>Plate 2</b>	11"x17"	<b>Original Production Poster</b> <ul style="list-style-type: none"><li>• Musical Title, Playwright, and Publisher Information Labeled</li><li>• Dates, Time (7 PM), Location, Ticket Info included</li><li>• Reflects League High School as the producing organization</li></ul>
<b>Plate 3</b>	8"x10" w/ pocket	<b>Production Program</b> <ul style="list-style-type: none"><li>• Musical Title, Playwright, and Publisher Required Billing</li><li>• Cast and Crew Listed</li><li>• Minimum of 4 Pages / Maximum of 8 pages (1 page = 8.5" x 5.5")</li><li>• 3 copies for the pocket</li><li>• Must denote how images for poster and program were created to include digital software disclosure</li></ul>
<b>Plate 4</b>	10"x15"	<b>Specialty Campaign Pitch Ideas</b> <ul style="list-style-type: none"><li>• Musical Title Labeled (<i>Hadestown by Anais Mitchell</i>)</li><li>• 2 campaign ideas outlined</li><li>• Must denote how image was created to include digital software disclosure</li></ul>
<b>Plate 5</b>	11"x17"	<b>Specialty Campaign Pitch</b> <ul style="list-style-type: none"><li>• Musical Title Labeled (<i>Hadestown by Anais Mitchell</i>)</li><li>• 1 Realized Idea represented (unique to Plate #5)</li><li>• Must denote how image was created to include digital software disclosure</li></ul>

### Special Instructions

- Program Must Include:
  - Originally produced on Broadway by Mara Isaacs, Dale Franzen, Hunter Arnold, and Tom Kirdahy
  - Original New York Production developed with and directed by Rachel Chavkin

### General Instructions

- Used Solid Black Mat or Foam Board in correct sizes (No Posterboard)
- Other than artwork, all visible surface area is the Black Mounting Board
- No materials wrapped around or items extended past sides
- No food, toxic, perishable, flammable, electronic or medium that can damage display

I, \_\_\_\_\_, as Theatrical Design Sponsor, hereby certify to the best of my ability that we have adhered to these requirements in preparing this entry for contest submission and that ALL artwork is the original creation of the designer submitting it or is fair use as justified in the justification paper and or in the plate labeling..

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Sponsor Signature

Date

## **2023-24 UIL Theatrical Design GROUP DESIGN Challenge**

Each school may enter ONE Group Design

A GROUP Design entry is submitted by a team of 4 students. The group should be made up of a designer for each of the 4 design categories and they will complete all of the entry requirements listed on the challenge for that design category and save it in their own file template as the GROUP (Category) entry. When completing the entry form in the online system, there will be a separate window to upload each of the four files that make up the total entry. Please use the checklists for each of the individual categories to ensure that all items are included. A group entry missing any requirements for any of the categories will not be eligible for judging.

**NOTE:** Each student will submit their own justification paper and prompt address. Because they are all designing as if for the same production with a unified concept, a portion of their papers may be almost identical as they introduce their concept, but it should then proceed into how the designs in their particular category supported/reflected the concept.

Members of the group may be entered in other individual categories as long as the work they are doing for each of the entries is a different design.

**ALL ENTRIES MUST BE SUBMITTED WITHIN THE GOOGLE SLIDES OR POWERPOINT TEMPLATE PROVIDED**

Mounting is NOT required for Round 1 Submission, but is required for State. All mounting must be on solid black foam core or mat board as per contest guidelines and must not exceed the size limits specified here. Justification Paper and Prompt Address will NOT be mounted for display.

**Submission Deadline Saturday, February 17th, 2024 at 11:59pm**

### **TOTAL # ENTRIES ALLOWED PER SCHOOL**

- (2) Individual Costume Design
- (2) Individual Set Design
- (2) Individual Hair/Makeup Design
- (2) Individual Marketing Design
- (1) Group Design



## **PROMPT ADDRESS** Preparation Questions

Use your answers to the following questions to formulate your 100 word Maximum Prompt Address.

What is HADESTOWN about in one sentence?

What lesson for the audience stands out most to **YOU** in the story and why?

**State this lesson in the form of a question.**

**How does HADESTOWN answer that question?**

*(NOTE: the answer to these two questions forms the basis for your THEMATIC statement)*

What line(s) from a song best represent the lesson to be learned?

Which character(s) relate most closely to this lesson?

What guiding image or symbols come to mind?

How have I imbedded or represented this in my design?

## **NOW**

Think of your **Prompt Address** as the lens through which you want judges to view your work. This is the “thesis statement” of your design - how your design highlights the theme you deemed most important or relevant in *Hadestown*.

Sample sentence stems to serve as the first sentence of your Prompt Address.

- The theme of \_\_\_\_\_ in *Hadestown* by Anais Mitchell made me think of \_\_\_\_\_.
- *Hadestown* by Anais Mitchell explores the theme of \_\_\_\_\_ which I connected with \_\_\_\_\_.
- After reading *Hadestown* by Anais Mitchell, I immediately connected with the theme of \_\_\_\_\_, and highlighted that theme in my designs by exploring \_\_\_\_\_.

**NOTE: These same questions and sentence stems can be expanded upon in more detail within your justification paper.**

# Creating a Source Citation Page

In a day and age where it is growing increasingly more difficult to know what is original and what is sourced, we want to make sure as a contest that we are giving credit where credit is due. Designers are asked to credit sources on all art plates showing that they are adhering to fair use. This has been a part of the Marketing Category as they were asked to address the source of any artwork or items requiring licensing in their justification papers. With the increased use of AI, we are wanting even more transparency and are asking all designers to create a Citation Page as the last slide on their submission template. By placing it all in one place it is easy to reference. It may also be added onto the specific plates where the source is used when practical (think bibliography and footnotes).

It is a good idea to get in the habit of recording this information as you go along so that you don't forget where you found items. An information collection could be as simple as a spreadsheet citing the work or application you used, the plate where it appears, and the source used. A link to a sample spreadsheet is provided. Make a copy and then make it your own.

<https://docs.google.com/spreadsheets/d/1IDNLIrzsGRW6Aexd1yzhVTncOrgI9UNZxs13-cZiiU/edit?usp=sharing>

NOTE: We DO NOT require source references on the INSPIRATION BOARD

## Theatrical Design Submission Template Link

[https://docs.google.com/presentation/d/1jV-7Bp6BhS5z5m4Hhn9C7hV\\_P6tmCHwq\\_S9JBk7fX7o/edit?usp=sharing](https://docs.google.com/presentation/d/1jV-7Bp6BhS5z5m4Hhn9C7hV_P6tmCHwq_S9JBk7fX7o/edit?usp=sharing)

## Preparing Digital Entries for Theatrical Design Video

<https://youtu.be/bJHGe8cr61Y>

# Theatrical Design Judging Guidelines

## 30% Adherence to the prompt

<i>EXEMPLARY (1) Advances to State</i>	<i>DISTINGUISHED MERIT (2)</i>	<i>MERIT (3)</i>	<i>HONOR (4)</i>
Chosen theme and design choices reveal a deep understanding of the play. The theme is clearly present within the design and is repeatedly connected to the literature through textual references in the justification paper. The concept is present in every detail of the design. All design choices connect back to the written work, theme, and derived concept.	Chosen theme and design choices reveal a good understanding of the play. The theme is mostly explored with the design and is connected to the literature in the justification paper several times. The concept is mostly inspired by the theme. Most design choices connect back to the written work, theme, and derived concept.	Chosen theme and design choices reveal a basic understanding of the play. The theme is occasionally present within the work and is connected to the literature in the justification paper a few times. The concept is somewhat inspired by the theme. Several design choices connect back to the written work, theme, and derived concept.	Chosen theme and design choices reveal a weak understanding of the play. The theme is rarely present within the work and is rarely connected to the literature in the justification paper. The concept may be inspired by the theme, but is not strongly reflected in choices. A couple design choices connect back to the written work, theme, and derived concept, but is not evident throughout.

## 30% Artistic Communication

<i>EXEMPLARY (1) Advances to State</i>	<i>DISTINGUISHED MERIT (2)</i>	<i>MERIT (3)</i>	<i>HONOR (4)</i>
The model and/or renderings serve as a clear prototype from which production elements could be constructed accurately and in detail. Fully realized designs ( <i>makeup photos, marketing material, etc</i> ) are complete and immediately ready to be implemented within a production.	The model and/or renderings mostly serve as a prototype from which production elements could be constructed with a few clarifications. Fully realized designs are mostly complete and could be implemented with minimal editing.	The model and/or renderings somewhat suggest prototype from which production elements could be constructed with a several clarifications. Fully realized designs could be implemented for a production with several edits.	The model and/or renderings do not provide a prototype from which production elements could be constructed. Fully realized designs require major editing before they could be implemented for use with a production.

## 20% Design Reflects Best Practices in a Theatre Production Application

<i>EXEMPLARY (1) Advances to State</i>	<i>DISTINGUISHED MERIT (2)</i>	<i>MERIT (3)</i>	<i>HONOR (4)</i>
Designs are safe and could immediately be used in a fully realized production. All work mirrors professional quality, extreme creativity, and would allow for creative collaboration with a director, other designers, and actors.	Designs are completely safe and would mostly work for a fully realized production. A few choices would slightly limit creativity of a director, other designers, and/or actors.	Designs are mostly safe and could somewhat work for a fully realized production. Many choices would slightly limit creativity of a director, other designers, and/or actors.	Designs may not be safe or would not work for a fully realized production. Most choices limit creativity of a director, other designers, and/or actors.

## 20% Design Effectively Supports the Script as Written

<i>EXEMPLARY (1) Advances to State</i>	<i>DISTINGUISHED MERIT (2)</i>	<i>MERIT (3)</i>	<i>HONOR (4)</i>
The design connects intrinsically to the literature. The needs of the play and playwright's intentions are fully met.	The design mostly connects to the literature. The needs of the play and playwright's intentions are mostly met.	The design somewhat connects to the literature. The needs of the play and playwright's intentions are somewhat met.	The design barely connects to the literature. The needs of the play and playwright's intentions are not met.

**Please Consider Attending one of the UIL Student Activity Conferences offered this Fall to help you in preparing for the competition.**

Sept. 9, 2023 – University of Texas Permian Basin-Odessa,

Sept. 23, 2023 - University of Texas at Austin

October 21, 2023 - DFW AREA

November 3, 2023 - Texas A&M University-Corpus Christi

**Teachers,**

Workshops will also be available as part of the **TxETA TheatreFest** at the Moody Gardens in Galveston September 27-30th, 2023. All of the 1st through 3rd Place medalists' work from the previous year's contest will be on display there as part of **DesignFest** and will also be displayed at the **Texas Thespians State Festival**



**If you have any questions please email**  
Rachael Gomez,  
State Contest Director for Theatrical Design  
[uiltheatricaldesign.gomez@gmail.com](mailto:uiltheatricaldesign.gomez@gmail.com)