

PRODUCTION CONCEPT PAPER

WHAT IS A PRODUCTION CONCEPT?

The production concept is the central creative idea that unifies all designing aspects of the production.

WHY IS IT IMPORTANT?

The concept is the one single thread that unifies all the areas of technical design in a production. It is a way for all designers to work towards a common goal in the production, so that all the pieces of the puzzle fit well together. With a good production concept, a designer has a place to begin designing from in which all his ideas can relate to. It is through this concept that the production becomes a visual interpretation of the playwright's words.

HOW IS A CONCEPT DEVELOPED?

A designer should take into consideration many aspects of the script before designing; including the mood and spirit of the play, the historical period, local and season of the play, and the personality of the characters. Being able to visualize themes in terms of images and abstract thinking are necessary when determining your concept. You must unblock your thinking, overcome tunnel vision, avoid stereotyping and be selective.

WHAT ARE THE STEPS INVOLVED IN CREATING A PRODUCTION CONCEPT?

1. Analyze the GIVEN CIRCUMSTANCES.
2. Analyze the ELEMENTS OF DESIGN in relation to the script's theme and idea.
3. Analyze the PRINCIPLES OF COMPOSITION in relation to the script's theme and idea.
4. Take all the information gathered in steps 1, 2 and 3 and formulate the PRODUCTION CONCEPT.

HOW SHOULD THE PAPER BE FORMATED?

TITLE

Production Concept Paper for the play _____ (be sure to underline the play's (title)

PAPER (typed, double spaced, 12 font)

paragraph #1. Identify the play and author. Give a brief plot summary

paragraph #2. Redefine the Given Circumstances of the play. Explain the THEME and IDEA. Cite specific examples from the play. Include any psychological statements, as well relating the THEME and IDEA to the title of the play.

paragraph #3. Identify the production concept as a result of #3.

paragraph #4. Give GENERAL examples of different technical areas which utilizes the Principles of Composition

paragraph #5. Give GENERAL examples of different technical areas which utilizes the Elements of Design.

paragraph #6. Conclusion

HAVING TROUBLE??????

USE THE FOLLOWING QUESTIONS TO HELP YOU COME UP WITH THE ANSWERS TO THE DESIGN PROCESS.

PRODUCTION CONCEPT WORKSHEET

STEP 1: REDEFINE THE GIVEN CIRCUMSTANCES

1. Title of play / playwright:
2. Genre / Style / Tone:
3. Plot Summary / Idea:
4. Date:
5. Geographical Location:
6. Economic Environment:
7. Political Environment:
8. Social Environment:
9. Religious Environment:
10. Theme:

STEP 2: ANALYZE THE ELEMENTS OF DESIGN

....as it relates to the themes and idea of the play

LINE

1. What qualities of line do you visualize in the script? (Angled, jagged, straight, combination)
2. What emotional characteristics do the lines infer to you?

SHAPE

1. What shapes do you visualize within the script?
2. Do you see any outlines or silhouettes?
3. Are there any reoccurring objects?

MASS

1. How do you visualize the spatial arrangement of the stage? Chaotic, spacious or varied?
2. Do you visualize the show as being heavy or light? Think in terms of all designing aspects.
3. How big or small do you envision the objects to be on stage in relation to the actors?

COLOR

1. What colors did you visualize when reading the script? Why?
2. Are there any reoccurring colors?
3. What dialogue or scenes appear “dark” or “dull” to you? Which appear “bright” or “light”?
4. What colors contradict the overall feeling or mood of the script?
5. Do you see a pattern from these colors you have chosen? (Complimentary, light or pigment,etc.)

TEXTURE

1. What surface textures do you visualize?
2. Why? (Smooth=orderly/finished; rough=harsher, chaotic)

STEP 3: ANALYZE THE PRINCIPLES OF COMPOSITION

....as it relates to the themes and idea of the play

UNITY

1. What connection can you make throughout the script? Is it a theme, color, feeling, shape? Is it a character? An idea? What is it that connects the show together?

HARMONY

1. Does the play lend itself to be harmonious? Or inharmonious? Explain.

CONTRAST

1. Describe your visual theme.
2. What can you add that would contradict your visual theme?

VARIATION

1. What type of pattern can you visualize in the set?
2. Draw a repeated pattern.
3. How can you vary it? Draw it again varying any of the design elements. (line, shape, texture, etc.)

BALANCE / PROPORTION

1. Do you envision the set and stage to be symmetrical or asymmetrical? Explain.
2. How does this relate to other design areas? (Costumes, lights, etc.)

EMPHASIS

1. In what ways would you want to direct the audience's attention - from a designing approach?
2. What color would you give accent to? What part of the actor? What part of the stage?

STEP 4: FORMULATE A PRODUCTION CONCEPT

...as it relates to the themes and idea of the play

After completing steps 1-3, you are now ready to formulate your PRODUCTION CONCEPT. It will be this concept that will be the unifying factor behind ALL the technical aspects of the production. When in doubt about anything technically, you will always refer back to you PRODUCTION CONCEPT.