**STEPS TO CREATING A POSTER and TSHIRT**

1. Secure a person to design the poster – preferable an graphic art student.
2. Schedule a time for the artist to meet with the director to discuss show concept and deadlines.
3. Show sketch to the director and get approval.
4. Show Rough color poster and get approval.
5. Final poster due to director. Email with pdf and jpg.

**GUIDELINES FOR THE POSTER**

1. Must be digitally created – saved as both a pdf and jpg form
2. Created in color
3. Include the following information:

* Parkway Central High Theatre Department Presents (cant be bigger than playwright’s name)
* Title of Show
* Playwright (must be a separate line from the title)
* Date of play (ex: November 13, 14, 15 2014)
* Time of play (all plays and musicals begin at 7:00 pm)
* Box office number (ex: Tickets: 314-415-5944)
* Parkway Rating if necessary (logos are found on Publicity website)
* Publisher credit (ex: Produced through special arrangement with Samuel French, Inc.)

**GUIDELINES FOR THE TSHIRT**

1. This will be the same logo design and info as the poster WITH ONLY THE FOLLOWING INFO:

* Parkway Central High Theatre Department Presents
* Title of Show
* Playwright
* Date of play

1. THE FONT

Depending on the color scheme of the poster design and what the color of the tshirt will be, may change the color of the design. Because tshirt color ink is expensive, the color of the shirt will be used as one color of the logo. Max of 3 colors is affordable for a tshirt design, which goes on the front.

1. THE BACK

Most times we will put the names of the cast and crew on the back of the shirt. You or the director may handle this job. Communicate to the director about this.