

CREATING YOUR OWN PROMOTIONAL MATERIAL



BRAINSTORMING YOUR IDEA

A show image is generally used to convey the essence of the show - its mood, its attitude and its personality. For example, will the show be playful? dramatic? dark? serious? The show image must also allude to place, time and the main characters.

A show image is accompanied by a tagline that is placed on the image. The tagline gives a hint to the storyline or major theme of the play. For *Arms and the Man* the tagline is "Love is a battlefield."

ACTIVITY ONE

Take a look at the show image for *Arms and the Man*.
Discuss with a partner the questions below:

1. What do you expect the mood, attitude and personality of the play to be? What makes you say this?
2. What do you expect the context (place and time) of the play to be? Why?
3. Look at the actors' facial expressions and body language. What does this say about their characters?
4. What does the colour choice of the image and the costumes convey about the mood and personality?
5. Based on the tagline what do you expect the story to involve?
6. If you have seen the play already, do you think this show image aligns with the world of the play? Why or why not?

Arms
Reality
Identity
Ammunition
Life
Class
LOVE
Chocolate
Pragmatism
War
Bulgaria
Comedy
Status
Truth
Romance
Man
Guns
Coat
Death
Switzerland
Serious
Battle
Political

ACTIVITY TWO

With your same partner, you are now going to design your own show image and tagline for *Arms and the Man* by answering the below questions.

1. On the previous page there is a word cloud with themes and ideas present in the world of the play. From this, decide what aspect of the play you want your show image to convey. Write it below.

2. Describe your show image in detail. Think about placement of actors, costumes and objects. (You may like to use the internet to search for inspiration!)

3. Thinking about what your image is going to convey, what personality, mood and attitude will be shown? How will this be portrayed through colour, facial expressions, body language?

4. What will your tagline be?

5. Justify why you have chosen this as your tagline.

NOW DRAW YOUR SHOW IMAGE!

(You can cut and paste images from the internet too!)