



OH MY GOD

A GUIDE ON TEATRO TOMASINO'S GRAPHIC DESIGN ASPECT



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GD

Graphic Design, as an aspect in Teatro Tomasino, is a collective term for various facets of digital art and publicity such as graphic designing, desktop publishing, video production, video-editing, and photography. The Graphic Design team works directly under the Director and the Production Designer for the execution of the artistic vision on the poster, teasers, trailers, ticket design and souvenir program. Likewise, the promotions and marketing team work hand in hand with the GD team for supplementary promotional materials and for front-of-house visuals. In rare cases, the set and props team may seek the aid of the GD team for image-editing needs. The GD must consult first his or her design drafts with the production designer and the director before publishing his or her design.

SKILLS NEEDED:

- GRAPHIC DESIGNING
- ILLUSTRATION
- PHOTOGRAPHY
- VIDEO-EDITING
- VIDEOGRAPHY
- VIDEO PRODUCTION

SOFTWARES USED:

- | | | | |
|---|-------------------|--|---------------------|
|  | Adobe Photoshop |  | Adobe Premiere |
|  | Adobe In Design |  | Adobe After Effects |
|  | Adobe Illustrator |  | Final Cut Pro |
|  | Adobe Lightroom |  | Sony Vegas Pro |

EQUIPMENT

1. Laptop
2. DSLR Camera
3. Tripod
4. Battery with Charger
5. Flash drive
6. Class 10 Memory Card (for videos)
7. Class 4 Memory Card (for photos)
8. External hard drive
9. CD
10. Extension cord



Ayoko na. K...
bang ipali

ANG...
BANG...
ANAP...
MO??



OUR LADY OF ARLEGUI
CHRIS MARTINEZ

overall direction by
ERICK C. SALUD

directed by
RICHARD L. 2013 (LOAM 1PM 4PM 7PM)
Liberbus Magnas Auditorium
University of Santo Tomas

EUDES ANTHONY GARCIA & IZHAR ALINDAD

FEBRUARY 27, 2013 (LPM 4PM 7PM)
RICHARD L. 2013 (LOAM 1PM 4PM 7PM)
Liberbus Magnas Auditorium
University of Santo Tomas

@_DosPorDos



SABUNGAN...
NG BAYAN...

NAWAW...

CRISPIN...
1567284111
MEE TOMAS

Ang...
alingsitan...
ng mga...
eyta

DUTIES

DOCUMENTATION

- It should start from the audition of the cast, pre-production meeting, script reading, rehearsals, photo shoot, technical dress rehearsals until the play dates.

- Use a class 10 memory card in recording videos.

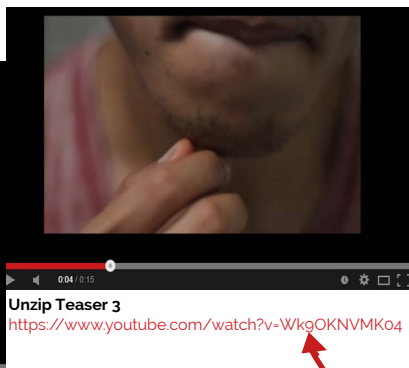
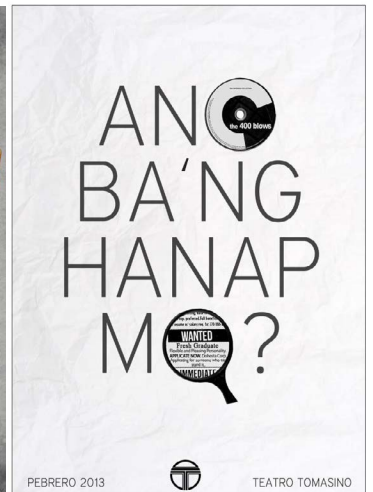
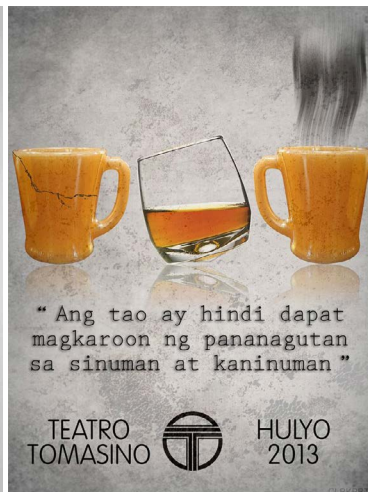
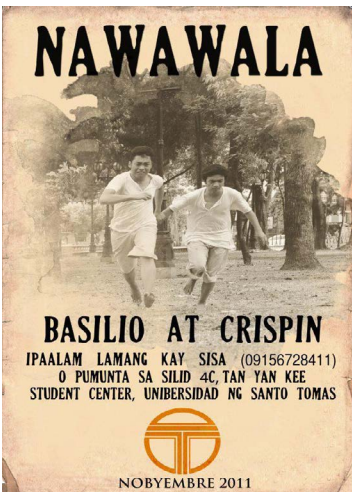
- Make sure the memory card that you will use for the video recording is enough. An 8gb memory card may not be enough for an hour-play. A 16gb memory card is good for an hour and thirty-minute play. For worry-free recordings, use a 32gb memory card.

- For the best photos of the play to be published, the white Teatro Tomasino logo with 60-70% opacity must be placed at the lower left corner of the photos.



- In video recording during the technical dress rehearsal and play dates, one camera should record a wide shot so that the entire production design would be covered as well.

- The videos of each run of the play must be stitched together through a video-editing software such as Adobe Premiere. Export it with H.264 with 24 fps settings. A complete video of each run should be stored in a CD.



TEASERS

- limited snippets of the production and their objective is to catch the people's attention and to drive potential audience closer

- Always place logo and name of Teatro Tomasino and indicate the month and year of the play date in it.

- Never proceed on a shoot without having an approved script or storyboard for Video Teasers

- For video teasers, the ideal maximum duration is 15 seconds.

TRAILER



- reveals a brief overview of the production piece
- never proceed on a shoot without having an approved script or storyboard for Trailers.
- Always place logo of Teatro Tomasino and indicate the month and year of the play date in it.
- For trailers, the ideal maximum duration is 60 seconds.

Teatro Tomasino presents FINAL MARK
https://www.youtube.com/watch?v=IHTM_AcRX3A

POSTER

- most important visual representation of the production on print or on a digital canvass.
- always place the UST logo on the left and retain its spherical form while the logos of the sponsors and the media partners should be placed at the lower portion.
- Important details to be placed on the poster:

Title of the production

Title of the plays under the production (in case of a twin-bill or a multiple-play production)

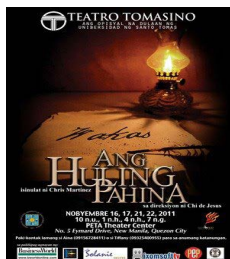
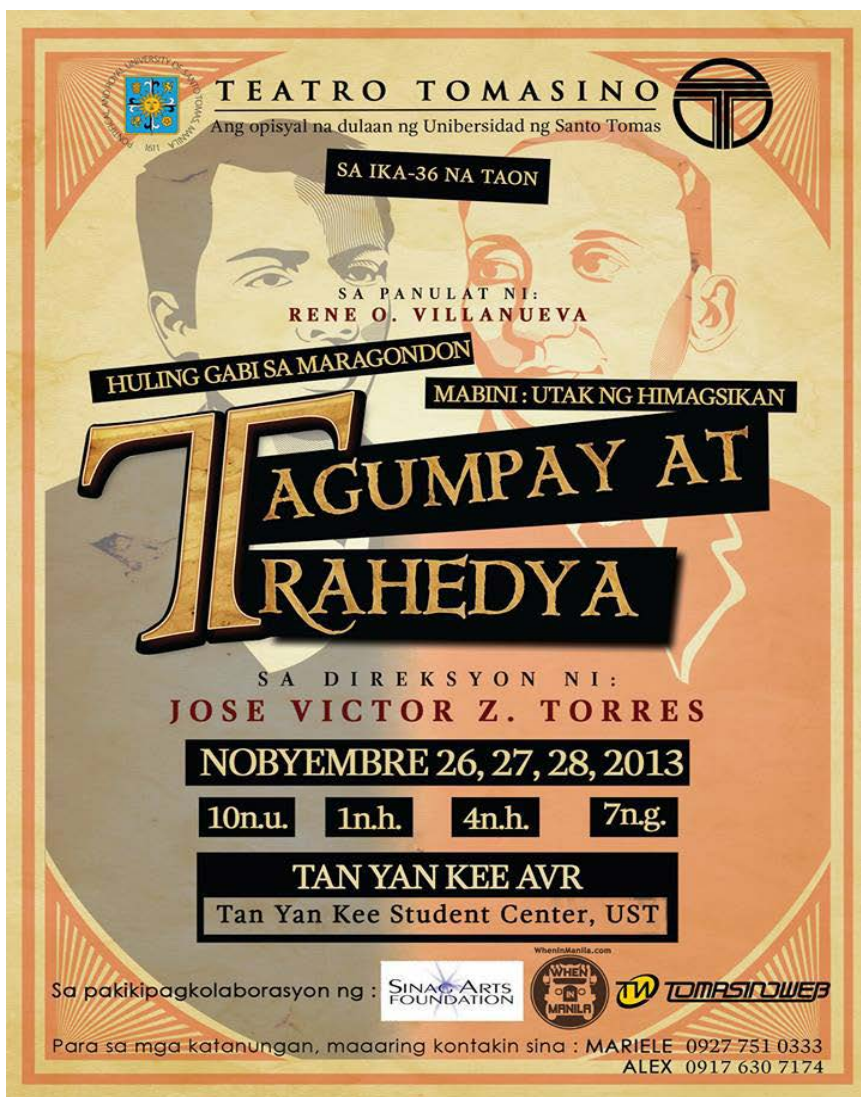
Playwright

Director

Play Dates and timeslots

Venue

Contact details of the Promotions and Marketing Heads



DUTIES

TICKET DESIGN

- Usually follows the poster design but its design may also deviate from it.
- Make a separate copy for each play date and timeslot
- Leave a space for the control number
- Indicate the price
- The house rules should be at the back of the ticket



PHOTOSHOOT

- includes the cast and the production people
- The theme of the pictorial of the production people is conceptualized by the GD team.
- In most cases, if one member of the production team is not present on the designated date and time of the shoot, the GD will not compromise for his or her absence.
- The GD must coordinate with the Stage Managers for trafficking of the photoshoot, and the Technical Director for your specifications and needs for the shoot.

AUDIO-VISUAL PRESENTATION FOR SPONSORS AND MEDIA PARTNERS

- done with voice-over
- gather the logos of sponsors and media partners
- The order of the list of sponsors should be according to the sponsorship packages released by the Production Managers/Executive Board.
- The GD must coordinate with the Technical Director where the AVP would be projected in the venue.
- On the play dates, the GD sets up the projector and plays the AVP.



Unzip's AVP for Sponsors and Media Partners (Trial)
https://www.youtube.com/watch?v=ZUbpY_jvJeY

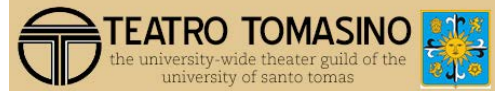
PRODUCTION ID

• Must contain the following:

Name

Aspect

**Not all productions have production ID's. It depends on the Production Manager whether he or she would allot a budget for it.*

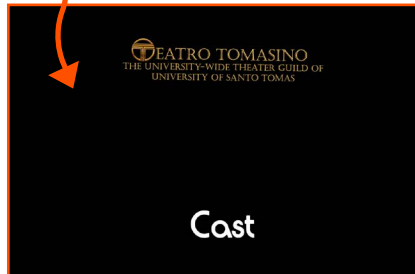


SHIRT DESIGN

• Get the list of the cast from the production people since being part of the cast is indicated at the back of the shirt. (E.g. Aspect/Cast)

• The file for each back part for each person should be saved in JPEG format and send this ready-to-print version to the e-mail of the shirt printing company.

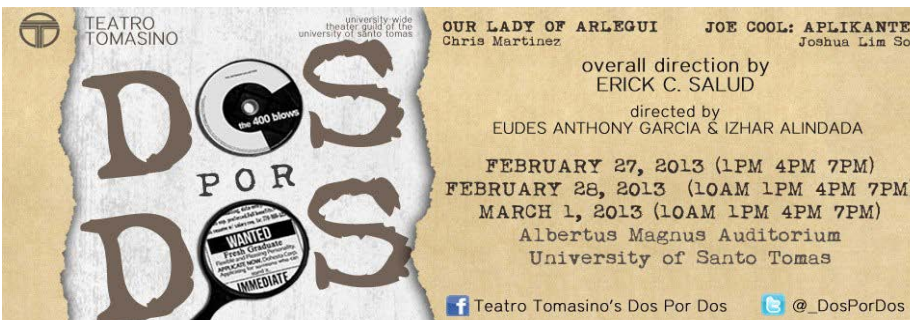
• The back part should contain the following:
Teatro logo and name
Aspect (For complete list, refer to Appendix page 8)

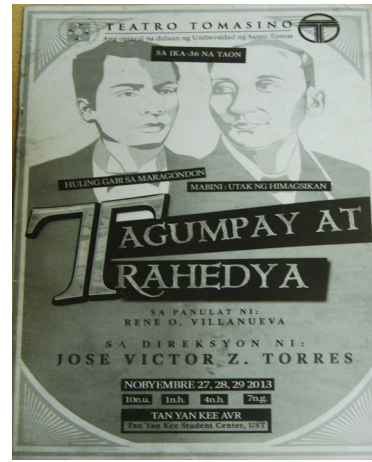
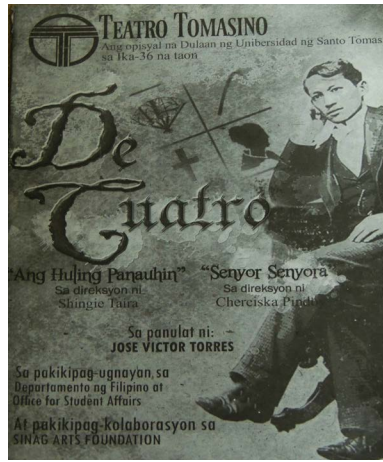


SUPPLEMENTARY PROMOTIONAL MATERIALS

• any output that is requested by the Promotions and Marketing team such as cover photo, profile picture and ticket promos

• never forget to include the Teatro Tomasino logo





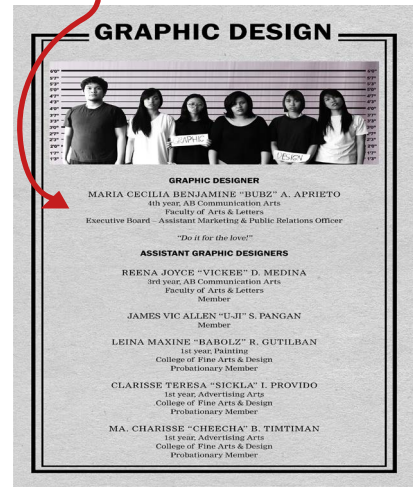
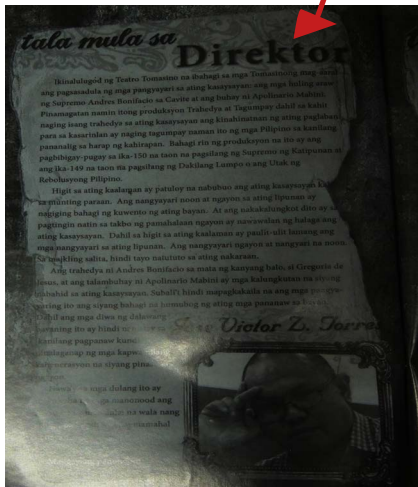
SOUVENIR PROGRAM/ PLAYBILL

- poster design as the cover
- always include the synopsis of the play
- Contents:
 - 1st page: Executive Board
 - 2nd Page: History of Teatro Tomasino (Kasaysayan ng Teatro Tomasino)
 - 3rd page: Artistic Director's Note (Tala mula sa Artistic Director)

- 4th page: Playwright's Note (Tala mula sa Mandudula)
- 5th page: Director's Note (Tala mula sa Direktor)
- 6th page: Advisers' Note (Tala mula sa Mga Tagapayo)
- Proceeding Pages: Cast, Production People (Production Management, Stage Management, Technical Direction, Production Design, Set,

- Props, Lights, Sounds, Costume and Make-Up, Graphic Design, and Promotions and Marketing)
- Format:
 - Full Name with Teatro Name (Given names "Teatro name" (M.I.). Last name)
 - Year & Major
 - College/Faculty
 - Status in Teatro Tomasino:

- Probationary Member/ Apprentice/ Member/ Honorary Member/ Executive Board (position)
- Sponsors' and Media Partners' Logos in correct order ('Note: Always refer to the sponsorship packages released by the Production Managers/Executive Board)
- Acknowledgements: Sponsors and Significant People in making the production possible.



FRONT-OF-HOUSE VISUALS

- photos of the cast with their name on a template
- soft copies of the photoshoot should be forwarded immediately to the Promotions and Marketing team for the cast photos at the front-of-house.

MIRIAM/SALOME
ZAMORAS, LEAH M.
 KUNG SAKALING NAMATAAN ANG SUSPEK, MAAARING IPAGBIGAY-ALAM SA KINAUKULAN | NBI 523-8231

MIRIAM/SALOME
PEREDA, JACQUELINE MARJORIE R.
 KUNG SAKALING NAMATAAN ANG SUSPEK, MAAARING IPAGBIGAY-ALAM SA KINAUKULAN | NBI 523-8231

HULING HARAPIPAK

RIBUYACO, JC MARGOT A.
 KUNG SAKALING NAMATAAN ANG SUSPEK, MAAARING IPAGBIGAY-ALAM SA KINAUKULAN | NBI 523-8231

RESOLUTIONS

CHECKLIST

- TEASER 1
- TEASER 2
- TEASER 3
- POSTER
- TRAILER

1. A checklist is necessary. Note all the outputs that are expected from you in the duration of the production. This is the best way in tracking the progress of the team.



2. Be mindful of every detail that the Director wants to see on the poster and teaser. It is your main duty to carry out his or her artistic vision in your outputs.

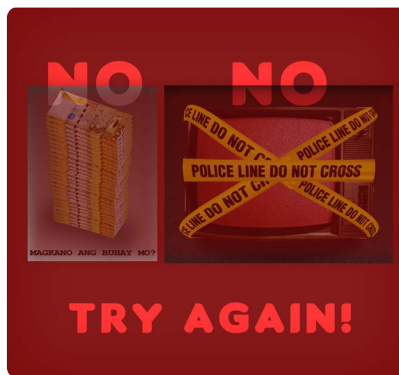


3. Delegate equal amount of tasks to your assistant graphic designers. Assistant GD's who are not equipped with photoshop and video-editing skills should be given tasks such as the conceptualization of designs, photoshoot and documentation.



Google Drive

4. The main graphic designer of each production must create a Google mail for the GD team so that they would have an access to its Google Drive where all their photoshop and in design documents for all GD files would be stored. With this, anyone from the team would have a copy of all the necessary GD files so that they could easily edit them on their own.

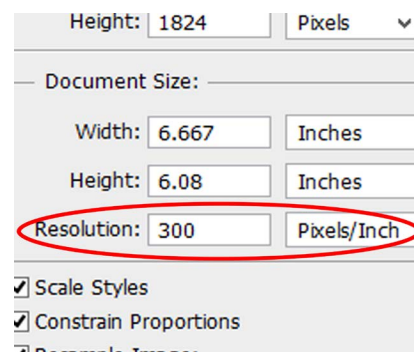


5. Expect rejection and revision. GD must admit the fact that catching the taste of the director is the trickiest point of your job so you should be armed with multiple design proposals for the Director to choose from. Keep designing until you have received the director's approval. Finishing your designs way before the deadline would give enough time for the GD to revise and to change the rejected design proposals.

SEPTEMBER

M T W T H F
6 7 8 9 X

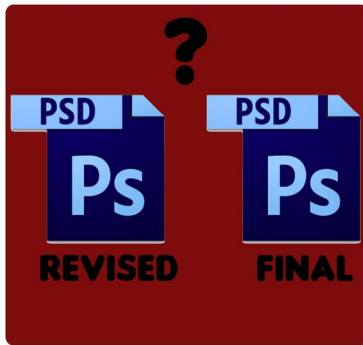
6. Be ahead of the deadline. The GD's deadlines are crucial to the publicity and visibility of the production since the promotions and marketing team depend on the GD's outputs such as the teasers and poster. Make sure that you have gained the director's approval for your designs at least a day before the deadline.



7. Image resolution is vital. Make sure that any GD material has 300 pixels per inch and only send through e-mail to keep the image resolution.



8. For the souvenir program, a desktop publishing software such as Adobe In Design must be used in order to avoid printing complications.



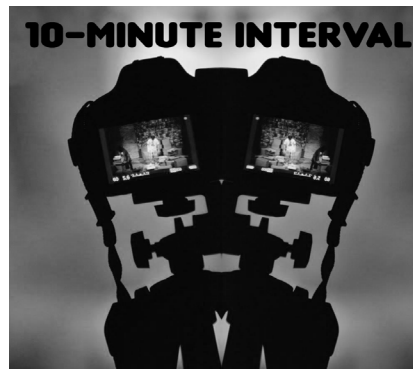
9. In order to avoid confusion in printing and publishing, delete the previous files after revision. Make sure that you have properly named the final revision.



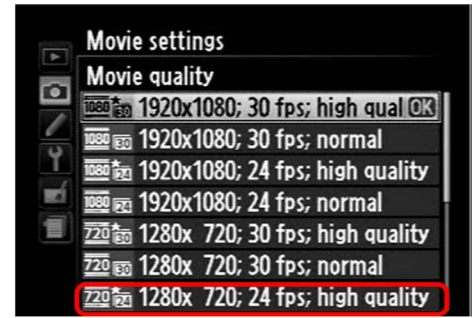
10. Any borrowed equipment for the play dates should be acquired by the GD one day before the technical dress rehearsals. The GD team held liable for any damage or loss that was incurred for the borrowed equipment that's why the storage of the borrowed equipment must be a priority.



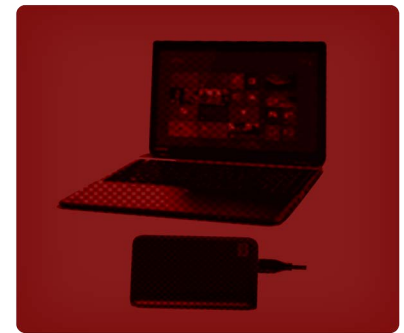
11. Before using any GD equipment, make sure that it is properly labelled with masking tape with the owner's name on it. (for cameras, lenses, lens caps, batteries, chargers, memory cards, external hard drive, and tripods)



12. In video recording with multiple cameras, the record button of the first camera must be clicked at least ten minutes earlier than the second camera in order to avoid simultaneous battery exhaustion. With a ten-minute interval, the GD could replace the battery of the first camera while the second camera is still recording.



13. In video recording with multiple cameras, always check if the cameras have the same settings. (1280 x 720 24 fps)



14. Use only one laptop or a single external hard drive in transferring all the video recordings and photo documentation during the technical dress rehearsals and play dates in order to avoid incidents of misplaced files. Name the folder properly and preferably in this format: production-play date - time -photos or videos. (Bien Aligtad-November 12, 2014-7pm run-video footage)

APPENDIX



TEATRO TOMASINO

Font used for Teatro Tomasino: Trajan Pro

English: The Official University-wide Theater Guild of the University of Santo Tomas

Filipino: Ang Opisyal na Dulaan ng Unibersidad ng Santo Tomas

Titles to be listed at the back of the shirt:

Professional Adviser

Faculty Adviser

Artistic Director

Technical Director

Business Director

Executive Secretary

Assistant Secretary

Marketing and Public Relations Officer

Assistant Marketing and Public Relations Officer

Alumni and Special Events Coordinator

Director

Production Manager

Assistant Production Manager

Stage Manager

Assistant Stage Manager

Technical Director

Assistant Technical Director

Production Designer

Assistant Production Designer

Set Head

Set Staff

Costume and Make-Up Head

Costume and Make-Up Designer

Costume and Make-Up Staff

Props Head

Props Staff

Lights Director

Lights Staff

Sounds Head

Sounds Designer

Sounds Staff

Graphic Designer

Assistant Graphic Designer

Promotions and Marketing Head

Promotions and Marketing Staff



This handbook otherwise known as **"OH MY GD: A Guide on Teatro Tomasino's Graphic Design Aspect"** is created to reduce the cases of failure and mishaps faced by the GD team in every production. Its primary goal is to educate the newbies in this aspect in order to be aware of its vast scope. Works of the previous graphic designers from different productions were curated to serve as examples to the current generation of budding graphic designers of this organization. We hope that through this initiative, the Graphic Design aspect would contribute to a smoother flow of the future productions.

In the service of Philippine Theater, we remain!

For the love of Teatro Tomasino!