

LEVEL 1 / 2 PERFORMING ARTS

UNIT 3

STUDENT GUIDE



What is this unit about?

This unit is about pitching an idea for an event to a commissioning panel in response to a brief set by the examination board. You will need to produce plans for your event, pitch your idea (including any examples of extracts of practical work which you think best highlight your overall idea). You will then evaluate how successful you have been.

You will need to understand how professionals in the performing arts work. Many artists will work freelance (for themselves) and will often bid for funding in order to get their work produced. They will also need to think about how to promote themselves and their work. When artists apply for funding from organisations, they will often have to present a plan for how they will spend the money, then produce an evaluative report on the event.



1. Factors influencing your proposal
2. Plans and outline of proposal
3. Timeline, personnel and resources
4. Marketing and public relations
5. Prepare practical examples
6. Pitch
7. Evaluation





If you were working to a commission in the performing arts industry then your potential client would likely have a brief. This would set out the aims of the project and may include things like timescale, location, target audience. In order to be successful in being given the commission, you would need to show how your proposal meets their vision and requirements.

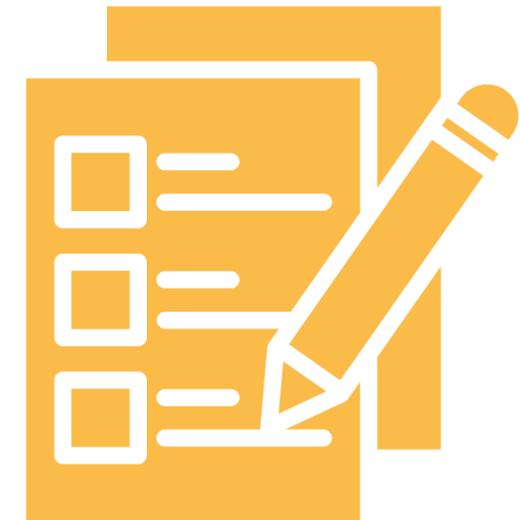
For this unit you will be set a brief which you should work towards, this will give you information about a proposed client and the theme your proposal should consider. You will need to demonstrate how you plan to meet this. Be creative with your response, but keep focused on how your idea is relevant.

Task 1 - Your Vision

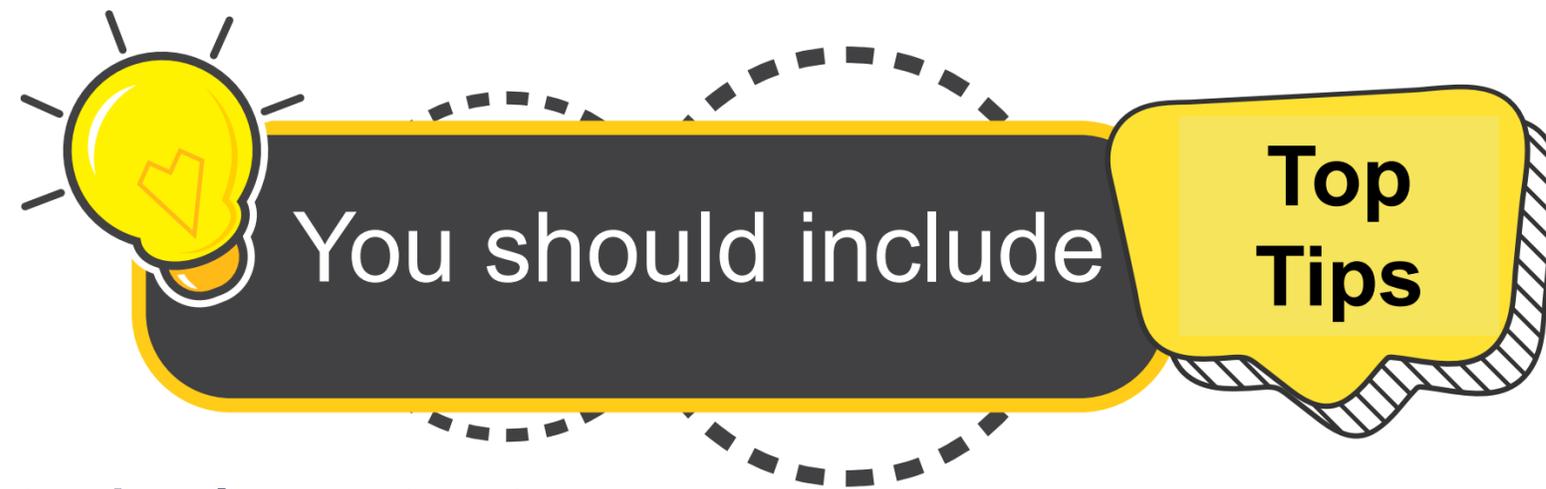
“ In this task you need to include the things you have been influenced by when creating your proposed idea. You need to think about **why** you are creating this piece. ”



Time: 2 hours



10 Marks



- Social, cultural, political and historical context
- Mood, style, genre
- Performance space / venue
- Themes / ideas
- Purpose
- Target audience
- The work of other practitioners (are you influenced by the style of other performers?)
- The work of other organisations, for example, other organisations you could link with, such as charities, other performers, companies producing similar work. How might that influence you? Is there a gap in the market?

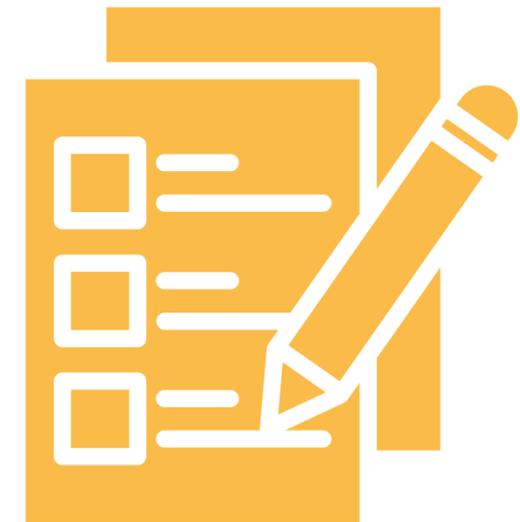


Task 2 - Your Plans

“ Task 1 was about your overall vision and how you came to your proposed idea. The **why?**. In this task you need to include the details about your piece. This is about the **what?** ”



Time: 2 hours



10 Marks



You should include:

**Top
Tips**

- **An introduction to your idea** (title, aim, venue, target audience, length, style)
- **Overview** (breakdown your event into scenes / musical numbers / tracks / routines)
- **Selection of performance disciplines** (will it be focused on one, or will the event showcase a range of disciplines?)
- **Selection of production disciplines** (what will enhance your event? for example, will you have set / costumes / lighting requirements? Explain what these will be and how they will support your overall vision). NB They do not have to be fully evidenced examples, you may choose to do this as part of Task 5.



This task assesses your knowledge of the wider performing arts industry, such as your understanding of different jobs roles within the sector, timescales for how long it takes to produce work, budgeting and resources you would need.



Time: 1.5 hours

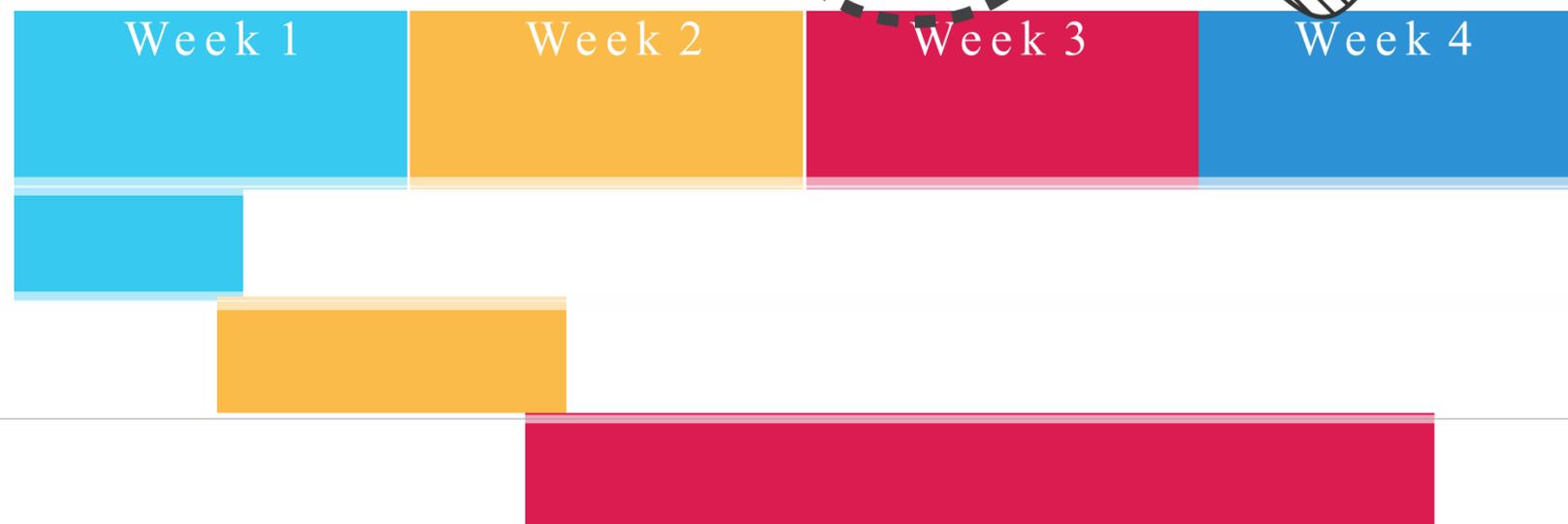


5 Marks

Timeline



TO-DO



What other things would you need to do?
What order should they happen?

How long will it take to rehearse? Will you need dress / tech rehearsals?

Who Will You Need?



Musicians



Dancers



Sound Engineer



Costume Designer

What other job roles are there within the industry?
Which ones are relevant to your event?



Have you thought about all of the roles you would need backstage / pre production as well as performers?



What Will You Need?



Make a list of everything you will need.
What would you hire or buy?
Does your venue hire include technical requirements?
(Some will charge you separately, others may also charge for the hire of a technician)
If you are printing your own posters, do you need ink, paper, a better quality printer?
If you are holding an outdoor event - have you thought about requirements such as toilets, catering, first aid?



Budget

	EXPENSES
Venue hire	
Performers fee	
Equipment hire	
Total Amount	

	INCOME
Ticket sales	
Merchandise	
Raffle	
Total Amount	



Be realistic in relation to the scale of your event



This links to resources, so you could combine this

Top Tips

What will you need to spend money on?
 What can you hire / borrow?
 Where can you make money? (for example, ticket sales, merchandise)



Task 4 - Promoting Your Event



Time: 1.5 hours



5 Marks

“ This task assesses your understanding of the ways in which an artist might promote their work. You will need to think about the most appropriate methods for your event. ”

What methods could you use to promote your event?

Advertising Tools

Posters

Adverts

Billboards

Promotional Activities

Radio / TV advert

Social Media (posts, reels, influencers)

Flashmobs

Can you think of anything else?

Which would be the most suitable for your scale and type of event? Why?

What will you produce?

It could be a marketing strategy which outlines why certain advertising tools and promotional activities are suitable for your event, an example of a poster / reel, or a combination.



Task 5 - Practical Examples

“ This task is about selecting appropriate examples of practical work which best demonstrate your overall idea, so extracts of work which would feature in your overall event. You do not have to produce a full song, piece of music, dance, scene, complete realised design etc. This is about giving a taster of what the work will look like if you receive the money to produce it in full. ”



Time: 8 hours



20 Marks



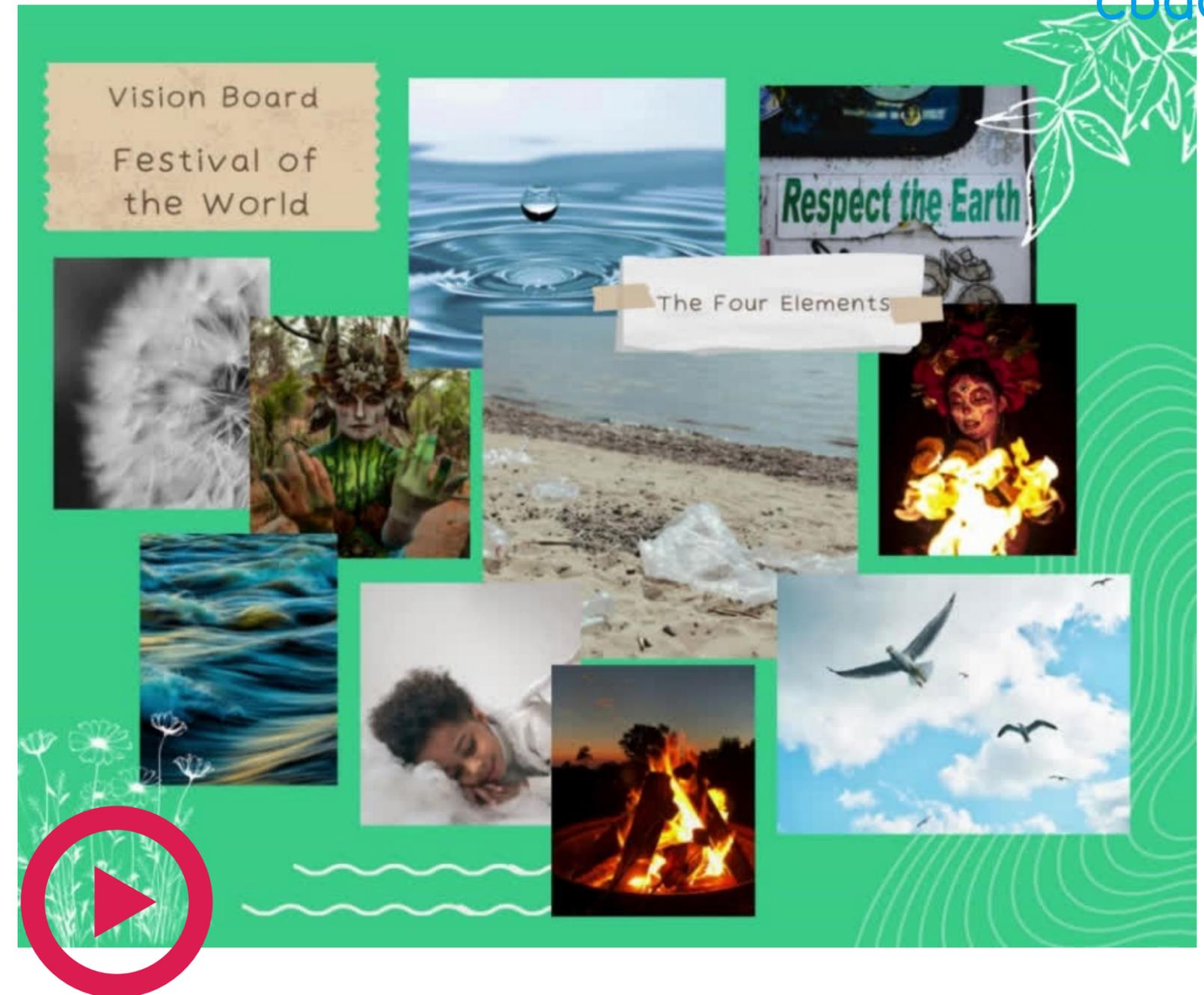
- **The disciplines you will use** - will you focus on one or include how other performance or production disciplines would enhance your event?
- **Amount** - how many examples will you include? You could focus on one which gives some depth to your idea, or a number of shorter extracts which demonstrate the range of your event
- **Focus** - how do your practical examples effectively demonstrate your vision? Are they appropriate for your stated target audience and venue?
- **Presentation** - will you need other people to help demonstrate your idea? Will you present them live during the pitch, or have them pre-recorded to play?



In this example for the Festival of The World brief the candidate's vision was to create a dance piece using each of the 4 elements (earth, air, fire, water). Each one would be a different act (15 mins each act) and would be a different style of dance, Lyrical = Water, Contemporary = Air, Flamenco = Fire, Afrobeats = Earth. The overall theme would be the impact we are having on our world.

For the practical examples the candidate demonstrated a recurring motif which would be used within each act, but adapted each time to the style. They then gave 4 x 30 second clips demonstrating an extract from each dance style.

They also created a video montage of a mood board focusing on colours and texture which they would want for design aspects to support the production, for example, costume, make up.



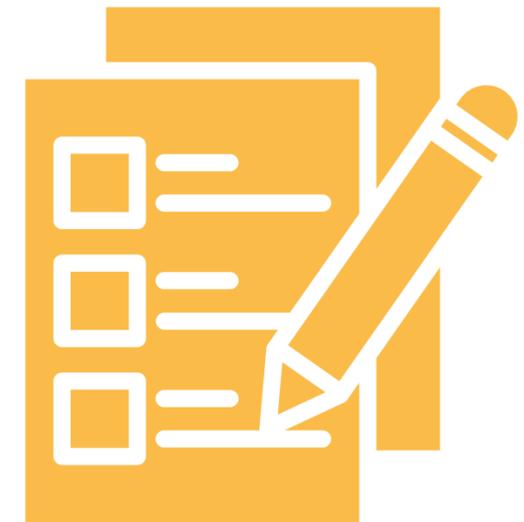
NB: There is no need to demonstrate performance and production disciplines within your practical examples, although you may find they naturally work well together.

Task 6 - The Pitch

This is where you will present your ideas to a panel who will decide if the idea is worth giving the funding to. Essentially you need to persuade them to invest in or support your idea. In the Performing Arts industry a professional may often have to promote themselves and / or an idea in order to receive funding or a commission.



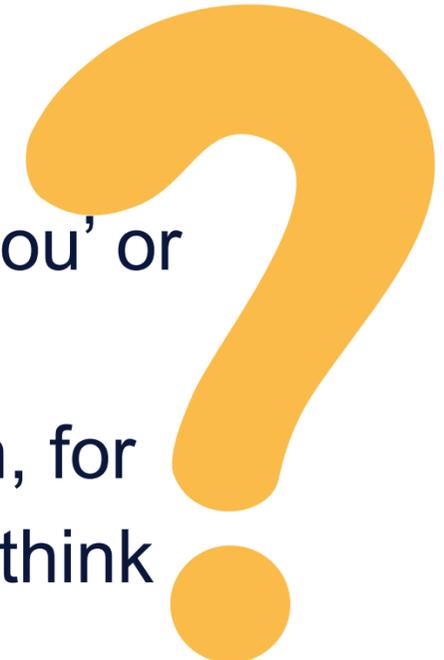
Time: 2.5 hours



10 Marks

The Pitch

Where will your pitch take place?
What resources do you have available?
Will you use a PPT / handouts?
How will you set up your space?
What will you wear? (for example, do you want to present as 'you' or in role if appropriate?)
Will it help to create an overall mood? (think about your vision, for example will playing music before you start to present help or think about lighting if appropriate)
Have you practiced your pitch? think about the pace, try not to rush





- **Format** - how will you effectively gain the attention of the panel and get them interested in your vision from the beginning?
- **Content** - what key things from your earlier tasks will help sell your vision? (You are marked on presentation skills for this task, so don't feel that you need to say every single thing from tasks 1-4, think about the main highlights).
- **Practical Examples** - how will you integrate your practical examples into your pitch? You may decide to open with an example, include sections throughout, or end with the example(s).
- **Presentation** - have you thought about appropriate use of language and tone? This is a formal pitch, so think about your audience. It's fine to have prompts on cue cards but try to not just read word for word.

Aim for 10 minutes maximum



Task 7 - Evaluation

“

You will need to include feedback from the panel and consider whether your proposal met the demands of the brief.

”



Time: 2.5 hours



20 Marks

You should include:

Feedback from the panel. What did they think about your proposal, your planning, your presentation?

Whether your creative proposal fulfilled the requirements of the commission. (reflect on the overall idea – would it work in practice – e.g. was it suitable for your specified target audience, venue? Was the style appropriate? Was the idea practical – e.g. did you choose large scale production aspects for a small intimate venue?)

Strengths and areas for future personal development (what were your strengths? for example, do you feel that you had creative ideas but your planning lacked depth? or were you able to communicate your ideas effectively in the pitch, such as use of tone, body language?)

Action planning and targets for future creative proposals (what would you do differently if you had to propose work for another commission?).



**Top
Tips**



Analyse and evaluate



Don't just describe



Give examples

Evidence Checklist



Task 1: Outline of idea, research and influences



Task 2: Detailed plans for the event



Task 3: Details of the timeline, budget (costs and income), resources (including staff)



Task 4: A marketing proposal and / or example of an idea (poster, reel, trailer)



Task 5: Practical examples should be included as part of the pitch



Task 6: A video recording of your pitch (to include your practical examples)



Task 7: An evaluation of your idea and pitch



Unit 3 Frequently Asked Questions