

# Theatre Marketing

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THE INTERNATIONAL THESPIAN  
EXCELLENCE AWARDS

Student(s):

School:

Selection:

Troupe:

SKILLS	4   Superior Above standard	3   Excellent At standard	2   Good Near standard	1   Fair Aspiring to standard	SCORE
<b>Presentation</b> Presentation and explanation of the executed design, unifying concept, creative decisions, and process.	<b>Precisely explains</b> the executed design, creative decisions, unifying concept, and process.	<b>Clearly explains</b> the executed design, creative decisions, unifying concept, and process.	<b>Inconsistently explains</b> the executed design, creative decisions, unifying concept, and process.	<b>Does not explain</b> an executed design, creative decisions, unifying concept, and process.	
<b>Comment:</b>					
<b>Research</b> Evidence of research of the given circumstances of the script as well as artistic and practical needs which impact the design.	Comprehensive and <b>detailed research evidence</b> -addresses the artistic and practical needs of the production and target market and illuminates the unifying production concept.	<b>Detailed research</b> addresses the artistic and practical needs of the production and the target market and correlates to the unifying production concept.	<b>Some research</b> addresses the artistic and practical needs of the production and the target market and correlates to the unifying production concept.	<b>Little or no evidence</b> of research which addresses the artistic and practical needs of the production and the target market.	
<b>Comment:</b>					
<b>Interpretation</b> Creative assets and marketing choices reflect the mood, style, period, locale, and genre of the script	Design <b>choices and campaign elements powerfully enhance and communicate</b> the mood, style, period, locale, and genre of the script.	Design <b>choices and campaign elements communicate</b> the mood, style, period, locale, and genre of the script.	Design <b>choices and campaign elements somewhat communicate</b> the mood, style, period, locale, and genre of the script.	Design and campaign elements <b>lack choices</b> that communicate the mood, style, period, locale, and genre of the script.	
<b>Comment:</b>					
<b>Design Justification</b> Explanations which connect the creative assets and marketing campaign to the production concept and the budgetary income and expenditures.	Comprehensive <b>examples</b> justify the creative decisions, <b>illuminating</b> the connection between the marketing campaign, the budget, and the production concept.	<b>Examples justify</b> the creative decisions <b>and connect</b> the marketing campaign, the budget, and the production concept.	<b>Partial explanations</b> with some examples <b>somewhat connect</b> the creative decisions, the marketing campaign, the budget, and the production concept.	<b>Limited explanations and few examples fail to make the connection</b> to the creative decisions, marketing campaign, the budget and production concept.	
<b>Comment:</b>					

<b>Execution</b> Products presented demonstrate a coordinated, realizable marketing strategy.	Marketing campaign is <b>innovative</b> and realizable with <b>exceptionally clear</b> and focused goals featuring a <b>carefully targeted</b> distribution strategy.	Marketing campaign is <b>realizable</b> with <b>practical goals</b> and <b>planned distribution</b> strategy.	Marketing campaign is <b>mostly realizable</b> with a planned distribution strategy.	Marketing campaign <b>seems impractical and/or disorganized</b> without a clear distribution strategy.	
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**Comment:**

<b>RATING</b> <small>(Please circle)</small>	<b>4   Superior</b> <small>(Score of 20-18)</small>	<b>3   Excellent</b> <small>(Score of 17-13)</small>	<b>2   Good</b> <small>(Score of 12-8)</small>	<b>1   Fair</b> <small>(Score of 7-5)</small>	<b>TOTAL SCORE</b>
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Judge's name (please print)

\_\_\_\_\_

Judge's signature

ATTENTION TABULATION ROOM: Please note the following:

Timing Issue: ( \_\_\_\_\_ mm \_\_\_\_\_ ss)

Rule Violation: \_\_\_\_\_ ; \_\_\_\_\_ ; \_\_\_\_\_

Other Comments:

This rubric should not be considered an assessment of student learning. However, it can serve as a model for designing curriculum-based performance assessments and for this reason, alignment to the National Core Standards has been indicated on this form.

For examples of standards aligned to the Thespy rubrics, see the alignment chart on EdTA's online Learning Center:  
<https://learn.schooltheatre.org/thespy-standards-alignment>

To access the full descriptions of the above and all the Core Theatre Standards go to: [www.nationalartsstandards.org](http://www.nationalartsstandards.org)

Optional aligned state standards: \_\_\_\_\_

State standards website: \_\_\_\_\_