

Cameron Delatte

# Publicity

## *Shirts:*

The primary focal point needs to be the title, playwright, and the show dates. Creating a shirt means that it needs to be something that is fun, clever, and most of all eye-grabbing. For the background, find a color that correlates with the colors on your logo and helps to express the letters so it's easy to read from a reasonable distance. What is written on the shirt is the most important part so make sure it is accurate and visible.

## *Posters:*

The poster needs to be designed in the same way as the shirt, something catchy, vibrant and legible.

## *Tickets:*

Tickets are cool little reflections of the posters or time period cards that we sell and give out at the door. They should be unique to each show and reflect the overall tone of the production. You can order tickets at Toucan. Go to [Toucan.com](http://Toucan.com) and email the man that works there about the details for pricing and size.

Mr. Raap and his class, will be your best friend when it comes to designs and printing. He is a really cool guy and is always willing to help out or even just talk.