

# WORKING IN THEATRE: Graphic Designer

Name: \_\_\_\_\_



Before you buy your theatre tickets or even read a review, you've probably seen some kind of graphic—whether it's a newspaper or digital advertisement, a street pole banner, or show art in a brochure. **Graphic designers** create the visual look and feel of marketing materials. At a large theatre they are full-time or part-time staff within the Marketing department. Smaller theatres hire graphic designers as contractors for individual projects, like a particular show or season.



## UNFAMILIAR TERMS: "FREELANCE"

Self-employed, working for multiple companies or organizations

## "ENVIRONMENTAL GRAPHICS":

Visual elements that help people navigate a space, or create a sense of place. Examples include large-scale digitally printed wall graphics and themed exhibits.

Note to students: You'll get the most out of this video if you watch it twice. Watch it once, and then read the questions below before the second viewing.

## REVIEW QUESTIONS:

1 Javier says he maintains Center Theatre Group's branding. What might it mean to "maintain" a brand? Why might a company need to do this?

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2 What are some of the skills Javier says are needed to be a graphic designer? Choose one and explain how you think he uses that skill in his job.

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3 Javier mentions using quotations as design elements. Explain how a quotation might be incorporated into a graphic design, like a poster, in a creative way.

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4 Before attending college, Javier served in the Navy. Explain what skills he might have developed in the military that he has been able to use as a graphic designer.

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## REFLECTION QUESTIONS:

1 What can you identify with or what speaks strongly to you in the video?

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2 Javier needs creativity to do his job. What are some ways you express your own creativity? Can you think of two or three jobs where you would be able to utilize that creativity?

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3 Javier works on multiple projects in a given day. Do you see yourself in a career that requires you to do many different things in a day, or would you prefer days where you can focus on just one or two tasks? Why?

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4 Javier designs advertisements to help people know about productions at Center Theatre Group. Think of an advertisement you have seen in print or online that you either strongly liked or disliked. Describe the ad and why you feel strongly about it.

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## FURTHER ACTIVITIES:

1 Take Center Theatre Group's Career Path Quiz. First, answer the questions for yourself, and then take it a second time as you think a graphic designer might answer them. What conclusions can you draw about your interests?

2 Javier mentions several careers related to graphic design: art director, production artist, photographer, packaging designer, environmental graphic designer. Choose one and research job openings on Monster.com or Glassdoor.com. What skills do these jobs require?

3 Using one of the sites mentioned above, look up job openings for a career you're interested in. How do you apply for these jobs? What is the salary range, and what type of education do they seem to require?

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Visit [CTGLA.org/WorkingInTheatre](http://CTGLA.org/WorkingInTheatre) and select "Marketing."

**“Graphic designers create the visual look and feel of theatre marketing materials.”**