



## Checklist for information and credits to be included in flyers/posters

For all forms of advertising linked to performances, the artistic leader for the relevant course(s) and the Theatre School's production manager must give final approval and check the proofs before they are printed and reproduced.

You can make your posters via: <http://posters.ahk.nl>

### 1. Poster

The information on a poster should be as concise as possible and should only feature key points. Try to prompt the viewer to act: to book, to visit the website or to take away a leaflet with more information.

Always mention the following things on a poster:

- Title
- Location and address
- Performance dates and start time
- Reservation information = website and/or telephone number
- Logo de Theaterschool (automatically if you use the postermaker tool)

For graduation performances it is obligatory to include:

- **All names** of the final year students involved, their roles in the performance and their **study programmes**

**NB:** Do not use any abbreviations!

Example:

Direction: Maren E. Bjørseth (Regie Opleiding)

Scenography: Marjolijn Brouwer (Scenografie)

Production: Sanne Liebrechts (Opleiding Productie Podiumkunsten)

Technician: Tom Vollebregt (Opleiding Techniek en Theater)

It is a good idea to include a full list of collaborators and credits on a separate flyer.

### 2. Flyer

You can publish far more (background) information on a flyer than on a poster. How much information you put in a flyer varies from performance to performance. Below you will find guidelines on what to include in a flyer:

#### Title

- Course(s) involved in a performance
- Location and address
- Performance dates and start time
- Logo de Theaterschool (automatically if you use the postermaker tool)



- Reservation information = Website and/or telephone number
- A short text about your performance's content/concept
- Credits: all names of the final year students involved, their roles in the performance and their courses
- If it relates to a course internship this should also be clearly indicated.

### **Credits guide**

Always list credits in the following order:

- the names of the performance's artistic content team and their roles, for example: direction, scenography, costume design, music, production, technician, sound design, lighting design, dramaturgy etc.
- the names and roles of the players, dancers, actors
- the technicians and assistants involved in the performance (i.e. everyone not involved in the artistic content team.) For example: sound technicians, stage technicians, stage designers, costume makers, production, performance leadership, assistants, etc.

**NB:** In this list, you can mention de Theaterschool staff who have taken on an executive role in your performance.

- **with thanks to**

This list can include important sponsors or, for example, individuals who have contributed a great deal to your performance but who have not been paid for their help.

**NB:** You do not need to thank de Theaterschool staff if their contribution towards your performance is part of their job.

### **3. Print**

When the Theatre School's artistic director and production director have approved the PDF of your flyer or poster, you may contact a printer and send the file through. You will find a number of digital printers on the internet who deliver reasonably priced, good quality print with a quick turnaround. De Theaterschool has had a positive experience with the following companies:

[www.drukwerkdeal.nl](http://www.drukwerkdeal.nl)

[www.flyerzone.nl](http://www.flyerzone.nl)

[www.flyeralarm.com](http://www.flyeralarm.com)

[www.smashingprints.com](http://www.smashingprints.com)



#### **4. Poster/ Front page of Flyer for internet use**

All performances and presentations by de Theaterschool students can be featured in our website diary [www.theaterschool.nl/agenda](http://www.theaterschool.nl/agenda) and will be displayed on screens in the Theatre School's lobby.

- Send your poster/flyer in PDF format as an email attachment
- Send the email to: [the-webredactie@ahk.nl](mailto:the-webredactie@ahk.nl)
- An image of your poster/front page of the flyer will be used to illustrate your listing in the diary
- Also send a separate Word document with the text and credits from your flyer as a second attachment

NB: your performance will only be featured once the web editors have received the reservation codes for the online checkout system from de Theaterschool's production manager.

#### **5. Sending as an e-flyer**

You can save your flyer as a PDF and send it as an attachment. If you send out an e-mailing, send the message to yourself and put all addressees in BCC.