

# Designing the Playbill

**ANGELS ON STAGE**

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Angels On Stage

Revision 1

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## Purpose

The purpose of this guide is to provide instructions and recommendations on how to produce a print ready show program using the Adobe InDesign software application. The primary audience for this document is the Angels On Stage (AoS) Playbill Lead volunteer and any member of his/her team assisting with production of the program.

## Playbill Lead Job Description

The primary role of the playbill lead is to capture content and images then incorporate these elements into a creatively designed multi-cast show program. Other responsibilities include the following:

- Work with the printing company to ensure that all pre-production work is acceptable.
- Communicate regularly with content leads to make sure all information is accurate and complete.
- Coordinate with the show photographer to make sure all photos and graphics are the proper format for printing.
- Creatively layout each page while staying within a page count budget.
- Ensure that QA cycles are performed with a minimum of two people before going to press.
- Manage all content in a central repository.
- Receive buy-in from all stakeholders before making major design decisions.

It is highly recommended that the individual(s) volunteering for this position posses a working knowledge of Adobe InDesign software, prior experience as a graphic designer, and a solid knowledge of printing processes and terminology.

## Playbill Preparation

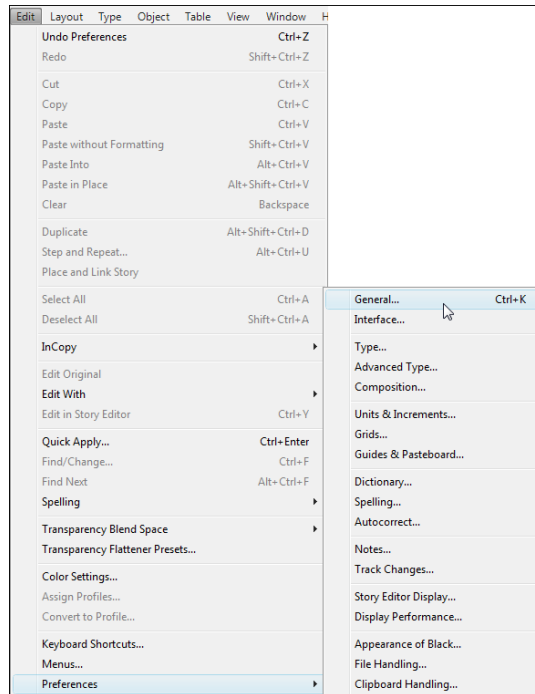
Before beginning work on the playbill, it is recommended that the playbill lead meet with a representative of the printing company to discuss the scope of the project. Key topics discussed at the meeting should include the following:

- The total number of pages the playbill will have.
- The technical requirements of each page such as bleeds, margins, font sizes, etc.
- The type of paper stock the playbill will be printed on.
- The file format requirements for graphics and photographs.
- The type of binding that will be used and how the program book will be assembled.
- Any services the printing company cannot provide.
- The preferred file format for the final playbill artwork (PDF or packaged InDesign file) and the option settings for creating the file.
- An overall schedule including due dates for the mock ups and the drop dead playbill delivery date.

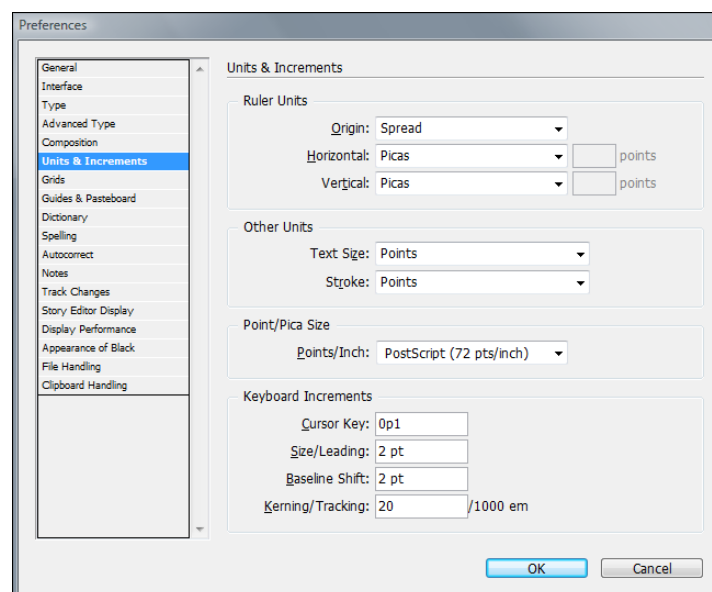
# Converting the Measurement Units

After the InDesign software has finished loading on your computer, the measurement units must be converted from **picas** to **inches**. To convert picas to inches, perform the following steps:

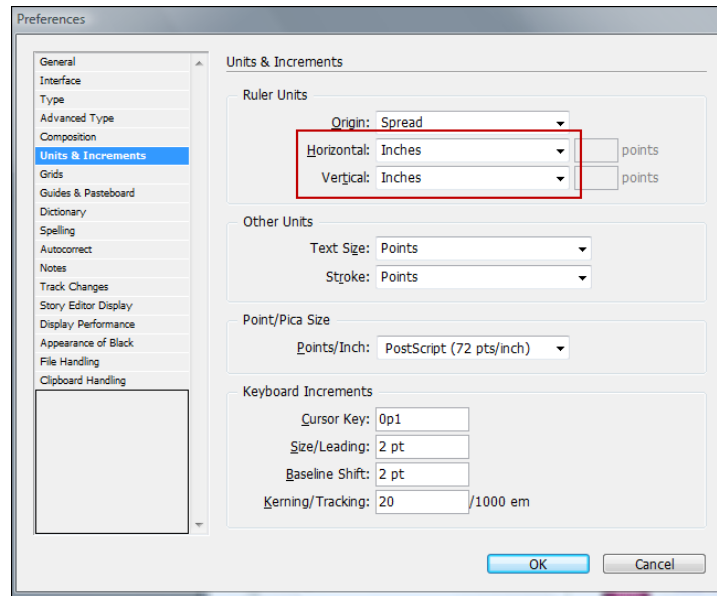
1. Go to **Edit > Preferences > General**. The Preferences menu appears.



2. From the Preferences menu, click **Units & Increments** from the left side navigation column.



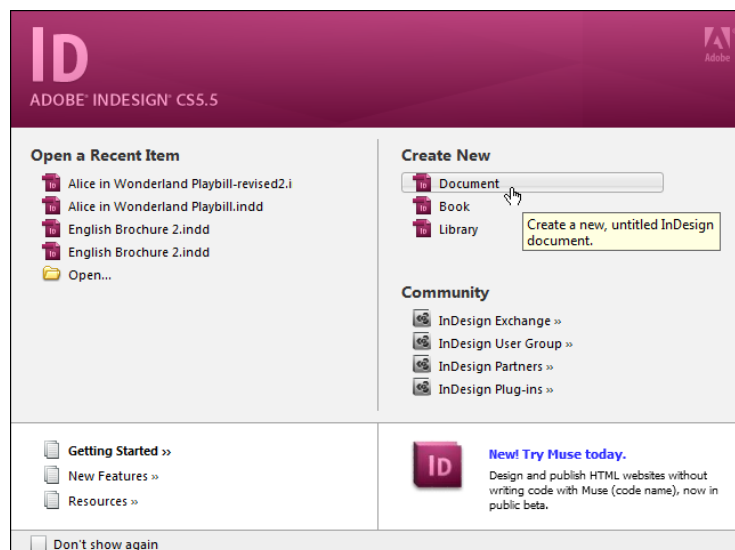
- Using the pull down menus, select **Inches** for both the Horizontal and Vertical settings under the **Ruler Units** section. When finished, click the **OK** button.



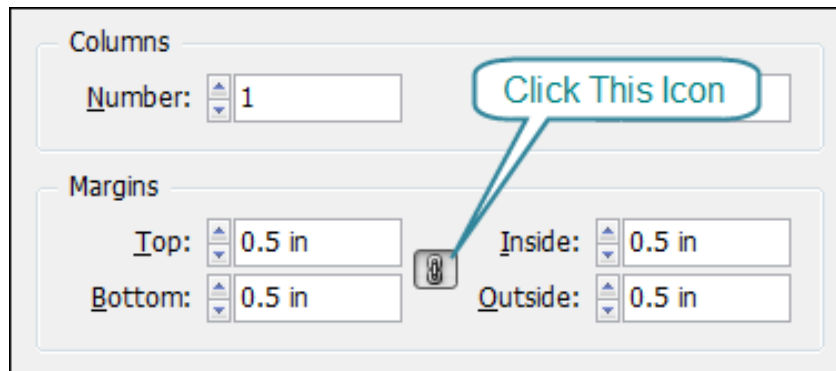
## Setting up the Template

The playbill program is built using a letter sized page that is turned sideways, folded in half and stapled together down the center crease. Before designing the pages of the program, you must first establish a template. To set up the playbill template, perform the following steps:

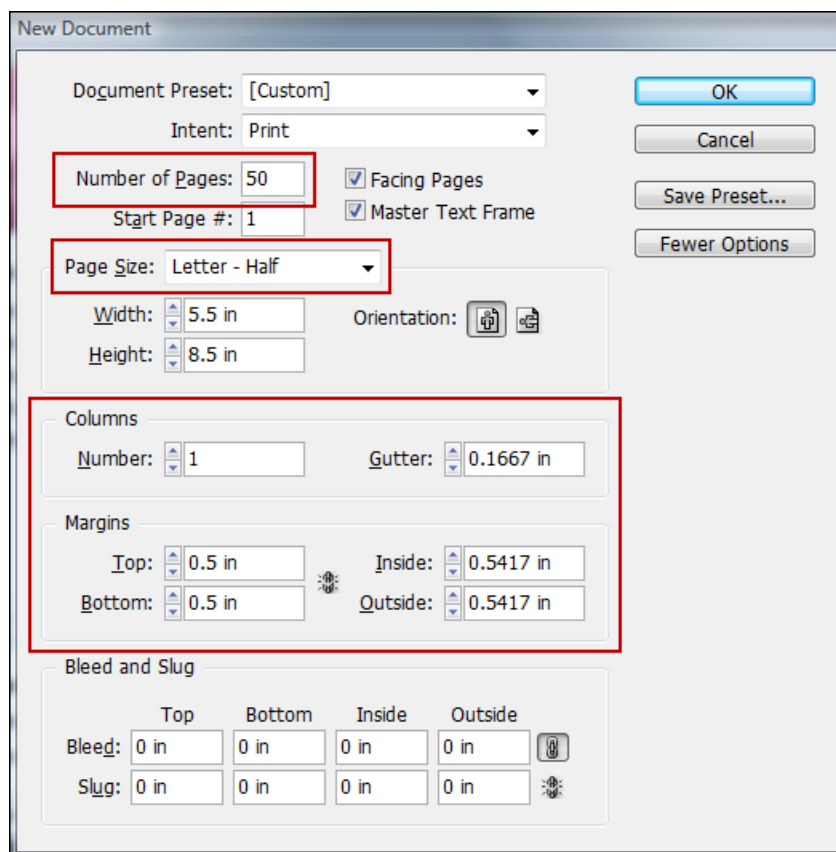
- From the main InDesign menu, click on **Document** under the **Create New** section. The New Document menu appears.



2. From the New Document menu, first click the link icon between the Top/Bottom and Inside/Outside settings. This allows for independent settings between Margins.



3. Enter the values shown below for the Columns and Margins. Make sure that the Page Size is set to **Letter-Half** and you have entered a value for Number of Pages. Leave all remaining settings at their default values. When finished, click the **OK** button.



## Photographs and Graphics

All photographs and graphics will first need to be converted to a CMYK format prior to being placed into the InDesign templates. For more information on CMYK conversions, please see: [http://www.adobe.com/digitalimag/pdfs/phscs2ip\\_reproprep.pdf](http://www.adobe.com/digitalimag/pdfs/phscs2ip_reproprep.pdf)

## General Design Guidelines

The following information provides some general design guidelines to consider during design of the playbill program.

### Fonts

Generally, it is best to use a sans-serif font throughout the playbill design. Sans-serif fonts typically print cleaner and are more legible at smaller point sizes. The two typefaces that are recommended for the playbill are **Tahoma** or **Verdana**. Use either of these typefaces for all playbill header and body text.

### Point Sizes

Point sizes will vary greatly depending on the sections. Typically, H1 headings will have a point size of **12pt**, biographical information on the actors will typically be sized at **10pt** and shout out information sized at **8pt**. Exercise your best judgment based on available page real estate.

### Biographical Pages

For biographical page layouts, it is best to place the actor/actress headshot photograph on the far left side and the biographical text inside a text box on the right side (see Figure 1). The actor/actress name should be bolded.

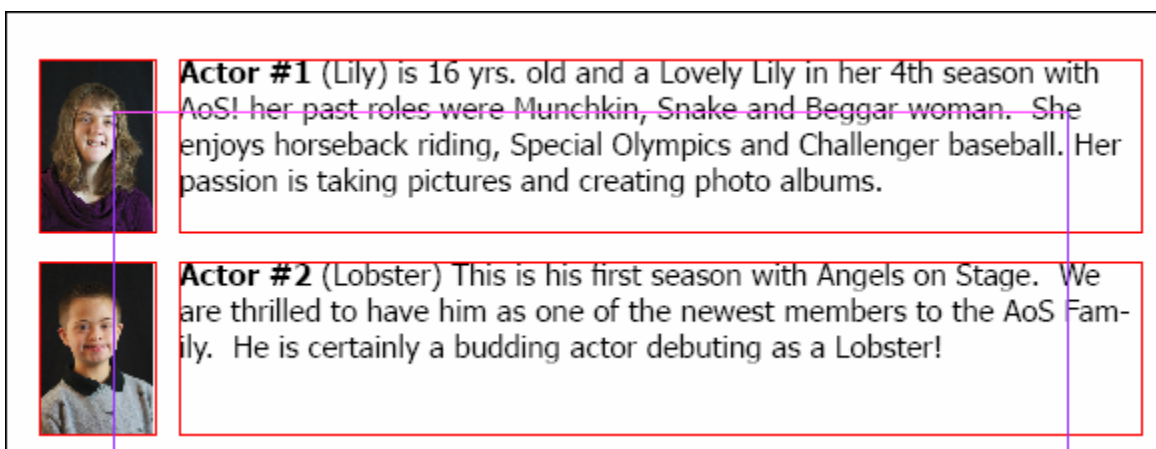


Figure 1: Biographical Page Layout

## Page Headings

For effective page headings, it is recommended that white text be placed against a color background such as blue. Text should be a bolded **Tahoma** or **Verdana** font (see Figure 2).

Cast B	
<b>CHESHIRE (head)</b>	Actor #1
<b>CHESHIRE (middle)</b>	Actor #2
<b>CHESHIRE (tail)</b>	Actor #3
<b>ALICE</b>	Actor #4

Figure 2: Page Headings

## Staff and Leadership Pages

For staff and leadership pages, the photographs should be larger in size and spaced closer together. The name should be bolded and placed above the title (see Figure 3).






AoS Production Staff			
			
<b>Staff Member #1</b> Director	<b>Staff Member #2</b> Assistant Director	<b>Staff Member #3</b> Production Manager	<b>Staff Member #4</b> Music Director
			
<b>Staff Member #5</b> Adaptations Consultant	<b>Staff Member #6</b> Student Director	<b>Staff Member #7</b> Student Director	<b>Staff Member #8</b> Student Director

Figure 3: Staff and Leadership Page Layout



## Sponsor Ads

Sponsor ads are typically supplied by the company, organization, or individual sponsoring Angels On Stage. The final size of the ad in the playbill is determined by the amount donated. Some ad graphics files will need to be converted to the CMYK format prior to insertion into the playbill. Ad sizes include the following:

- Full page
- Half page
- Quarter page
- Small logos

## Final Inventory

Before going to press, the playbill must include the following content from cover to cover:

- Mission statement
- Listing of corporate officers and staff
- Bio and photograph of Angel Ellenberger (the “original Angel on Stage”)
- Note from the founder
- Synopsis of scenes page with legal and safety warnings
- Cast listing pages
- Bios and headshot pages
- Staff and leadership pages
- Shout out pages
- Buddy coach pages
- The AoS Way page
- Rules of the Stage page
- Board results page
- Sponsor ads
- Donors and supporters pages
- Corporate resource directory pages
- Saturday Angel page
- Autograph pages

## Printer Information

The following printer is the AoS partner for producing the playbill:

JP Graphics  
3310 Woodward Avenue  
Santa Clara, CA 95054-2110  
Phone: (408) 235-8821  
Fax: (408) 235-8875  
<http://www.jp-graphics.com>