



## Poster Brief

We would like you to design a poster for the upcoming production of *Much Ado About Nothing*.

### **The Audience**

The audience for this production will mainly be schools and young people from across London and Birmingham, so the moodboards must connect to them. The play was written several hundred years ago, but you can choose any setting you think will engage your audience. Our production is contemporary, but you can take inspiration from any time period or anywhere you choose.

### **Interpretation**

When a play is planned by a theatre like Shakespeare's Globe, an important task is to prepare an eye-catching poster to advertise the production and also to form the cover for the programme.

You will also have been sent the poster designs. You will see that one poster has some points added which describe how the images shown relate to the themes of the play.

1 Choose one of the other posters and use sticky notes to show how you think the images, the colours and the words used link to the play.

2 Now design your own poster for the play. Remember that your poster will need to be eye-catching and provide an idea of what happens in the play.

### **Submissions**

You can choose how you would prefer to design and present your poster. If you prefer to make it by hand, or create a collage from cut out images and words, take a photo or scan it in and email it to [digital.i@shakespearesglobe.com](mailto:digital.i@shakespearesglobe.com) once you have finished. You can add written notes if it helps to explain the design.

Or you can make your poster on a computer and email or send a link to [digital.i@shakespearesglobe.com](mailto:digital.i@shakespearesglobe.com).

We will then select some of our favourite entries and display them on our website along with actual moodboards from the play.