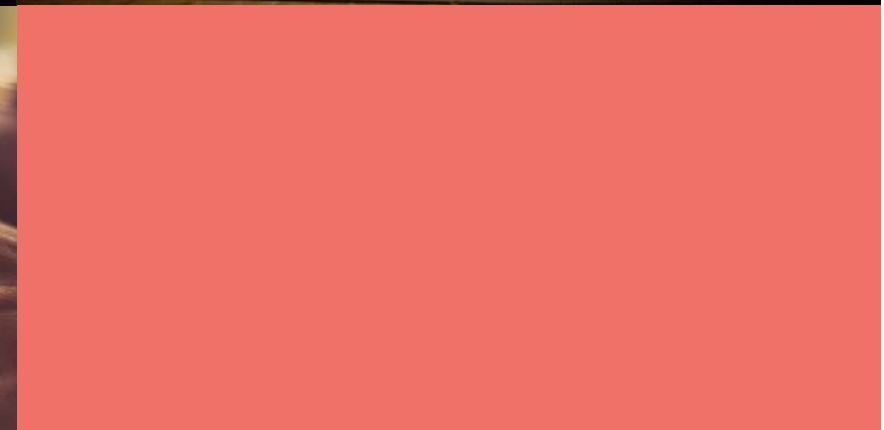
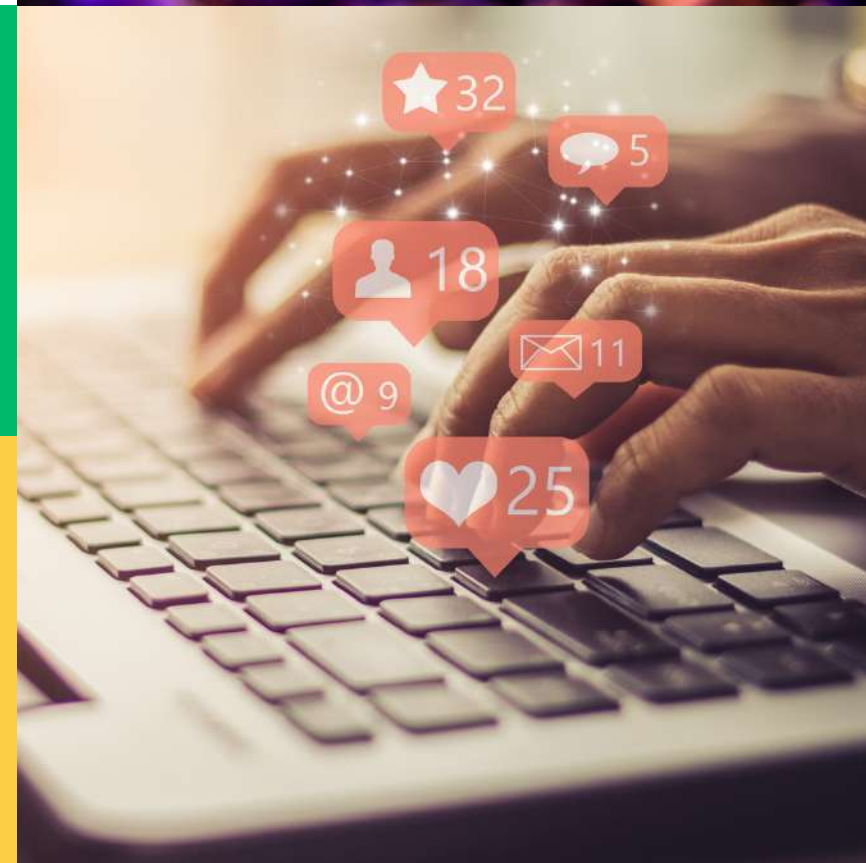


ART NO STOP: THE SOCIAL WORLD AT THE SERVICE OF ART
2020-1-ES01-KA227-ADU-095851

PRODUCTION AND COMMUNICATION MANUAL

CHAPTER 2: PRODUCTION AND COMMUNICATION



Co-funded by the
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INDEX

01. Artist /performer/actor

02. Artistic Director

03. Tour Manager

04. Audio Engineer

05. Booking Agent

06. Production Manager

07. Lighting Designer

08. Costume Designer

09. Scenographer

10. Coreographer

11. Administration

12. Hospitality Manager

13. Visual Artist

14. Roadies

15. Backliners

16. Media Officers

17. Photo/Video

**01. ARTIST/
PERFORMER/
ACTOR**

The artist is the performer and face of the project

such as a lead vocal, instrumentalist, rapper, actor or juggler. They are a **creative person** with various needs.



02. ARTISTIC DIRECTOR

The artistic director is the chief executive of artistic organizations

such as orchestra, opera, dance and theater companies. In addition to **planning and implementing a long-term vision** for the company, artistic directors **hire performance and production talent, select the season repertoire and are likely to produce, direct or conduct themselves.** They programme, for example: the theatre, club, chapiteau season and book the artists they choose.



03. TOUR MANAGER



Tour managers are what keeps the tour from going completely haywire.

They have to be great at **organizing and juggling assignments**, as they're the ones who make sure you get to all your commitments. (For example: if you have a press interview and a meet and greet, they make sure you get to those on time). They're also the ones making sure your hotel room is all set, the venue has what you need, etc. They're sort of **your tour lifeline**.

04. AUDIO ENGINEER

There are different kinds of Audio

Engineers:

- The **Recording Engineer** is responsible for **capturing sound and manipulating it in the studio**. They'll deal with both analogue and digital audio, compressors, microphones, and signal flow—and typically combine both traditional and tech-savvy recording techniques to record music.
- The **Front Of the House (FOH)** engineer focuses on **mixing audio for the audience and most often operates from the middle of the audience** or at the last few rows of the audience. The output signals from the FOH console connect to a Sound reinforcement system.

There are different kinds of Audio

Engineers:

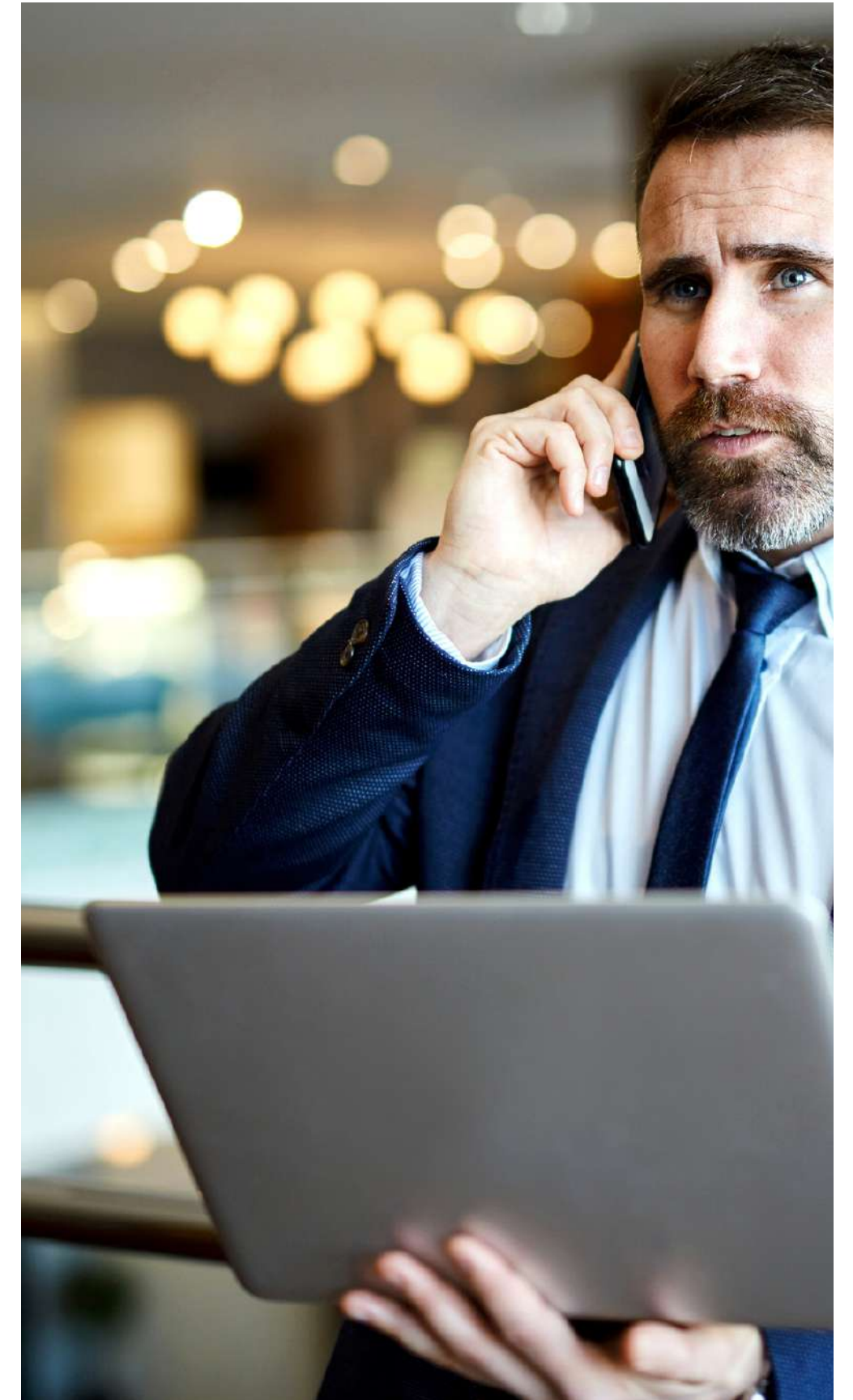
- **Live Sound Engineer** is someone who **blends and balances multiple sounds at a live event** by using a mixing console, pre-recorded material, voices and instruments. The sounds are equalized, routed and amplified through loudspeakers.



05. BOOKING AGENT

The role of the Booking Agent is to get the band onstage.

A booking agent is the **person booking your tour, making sure you get paid and trying to get you a good spot on the lineup.** They're usually paid a percentage of whatever you make on stage that night, which means you probably need to be making money before they're interested. **Booking agents facilitate a lot of the logistics around live performances,** including securing concert venues, negotiating deals, arranging technical equipment, and hospitality. The Tourbook is the most important thing for the tour manager is with all the information he needs to do his job.



06. PRODUCTION MANAGER

A Production Manager has the “Big Picture” view of the entire production.



and they are the point person for the artist, that means he would **manage, advance, and coordinate all things in production:** audio, staging, lighting, video, trucking, tour production staff, props/scenic, stagehands, power, logistics, etc. **A part of his work is done in advance via phone and email,** talking to venues/Promoters about the artist's various needs.

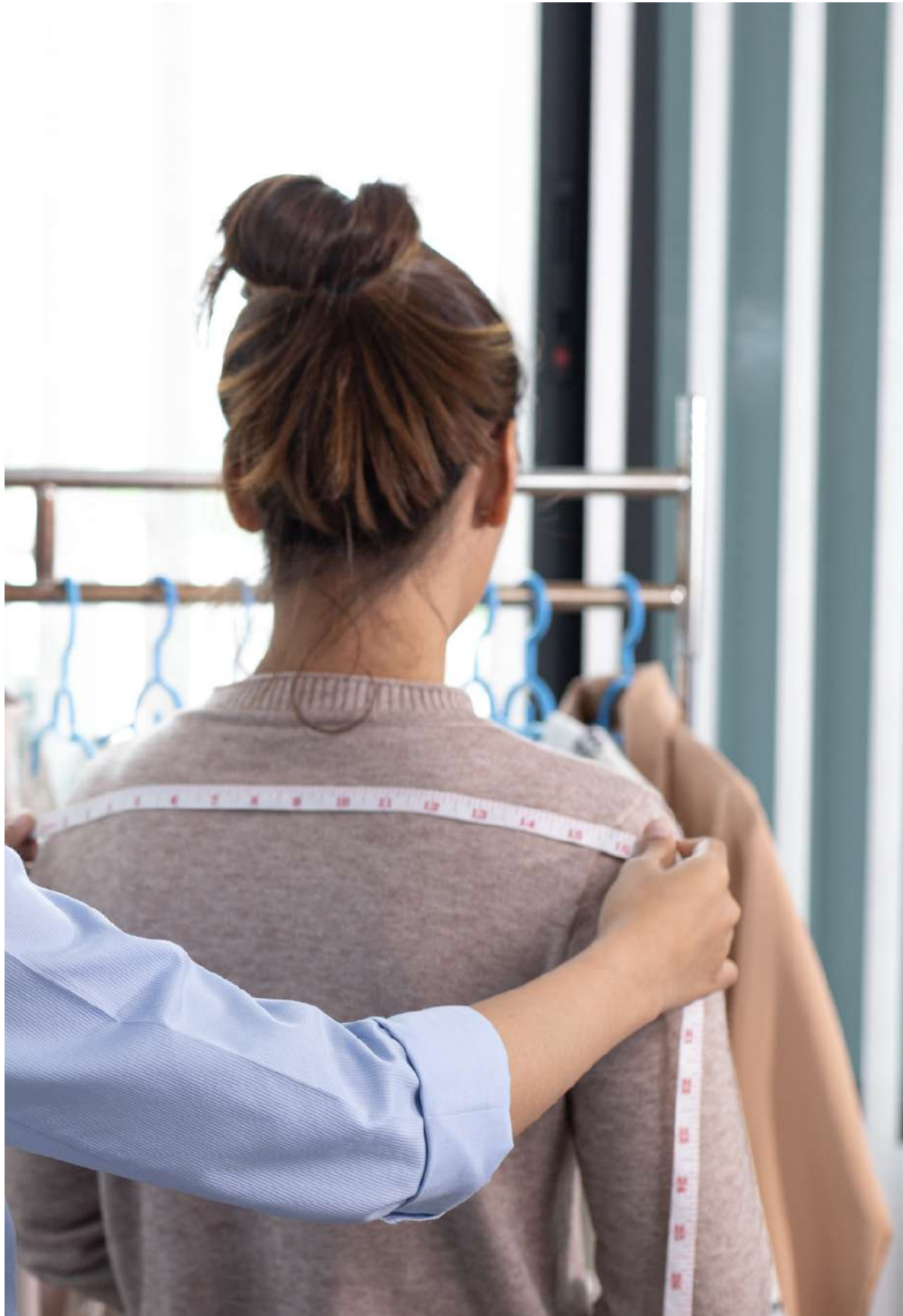
07. LIGHTING DESIGNER

A lighting designer is part technician, part artist.

Their medium is **lighting**, and they are highly skilled with a **variety of fixtures and techniques**. Additionally, they know which lighting approaches will yield specific results, ensuring they can use the available lighting tech to achieve certain outcomes. The lighting designer usually **coordinates heavily with the director and artistic director** to determine what sort of lighting-related visuals will craft the desired result on stage.



08. COSTUME DESIGNER



A costume designer is in charge of the costume team

designing, creating or tailoring the clothing elements worn by actors in a film, stage or street production. Costume Designers have a **similar skill set to that of traditional fashion designers but must also satisfy the unique and eccentric demands of the creative director**, artists or director for theatre, film, music, show. In assembling the costumes, the designer must ensure that each outfit effectively communicates what the performance/show need.

09. SCENOGRAPHER

Scenographers, or stage designers, design and create the scenes

making up a theatre show or any kind of event, live or recorded, where the **creation of a space with specific settings or climate** is required. They will build these scenes architecturally through the decorations, furniture, objects, visual effects, etc.

Scenography is employed in every kind of event/show such as theatre, fashion catwalks, television series, adverts, street performances, gigs, public relations events, etc.



There are Different Types Of Scenographers:

- **The television scenographer** is primarily responsible for **designing the settings for TV dramas**, for all entertainment and news broadcasts, for commercials and sets together with the director, controlling everything that belongs to the visual area and the setting up of environments, objects.
- **The theatrical scenographer** designs and plans everything needed to **set up a theatrical scene**
- The **costume designer** designs the **sketches for the costumes** on the basis of the diversity of the setting of the pièce, be it melodrama, comedy, prose or dance, in collaboration with the scenographer sketcher.
- On the other hand, the **set designer** working for the cinema has to design **everything needed to set up a film set**, depending on the film, feature film or short film for which he is working. He chooses the locations and sets according to the director's production requirements, works with the costume designer on the characters and sets up the locations.

Basic skills of the set designer:

- must know the **history of art**
- must have mastered **drawing and the various techniques**
- must have a **sense of proportion and know the fabrics**
- must have some knowledge of **fashion history** and history in general



The profile is completed by:

- **good adaptability** to work rhythms that can be very different
- business skills
- ability to **manage financial resources** to the best of one's ability in order to set up sets while staying within the available budget
- ability to **manage time optimally** to meet deadlines and the needs of the crew and production
- artistic and technical design knowledge
- have a good critical sense
- excellent problem solving skills
- uncommon visualization skills: **imagining sets in every detail** is the key to building successful products
- great originality
- ability to conceive outside the norm
- **good visual aptitude in differentiating colors** and shapes and creating the best combinations

10. COREOGRAPHER

Choreographers
design steps and
movements and
dances, usually with
music for dancers,
actors and other
artists to perform.

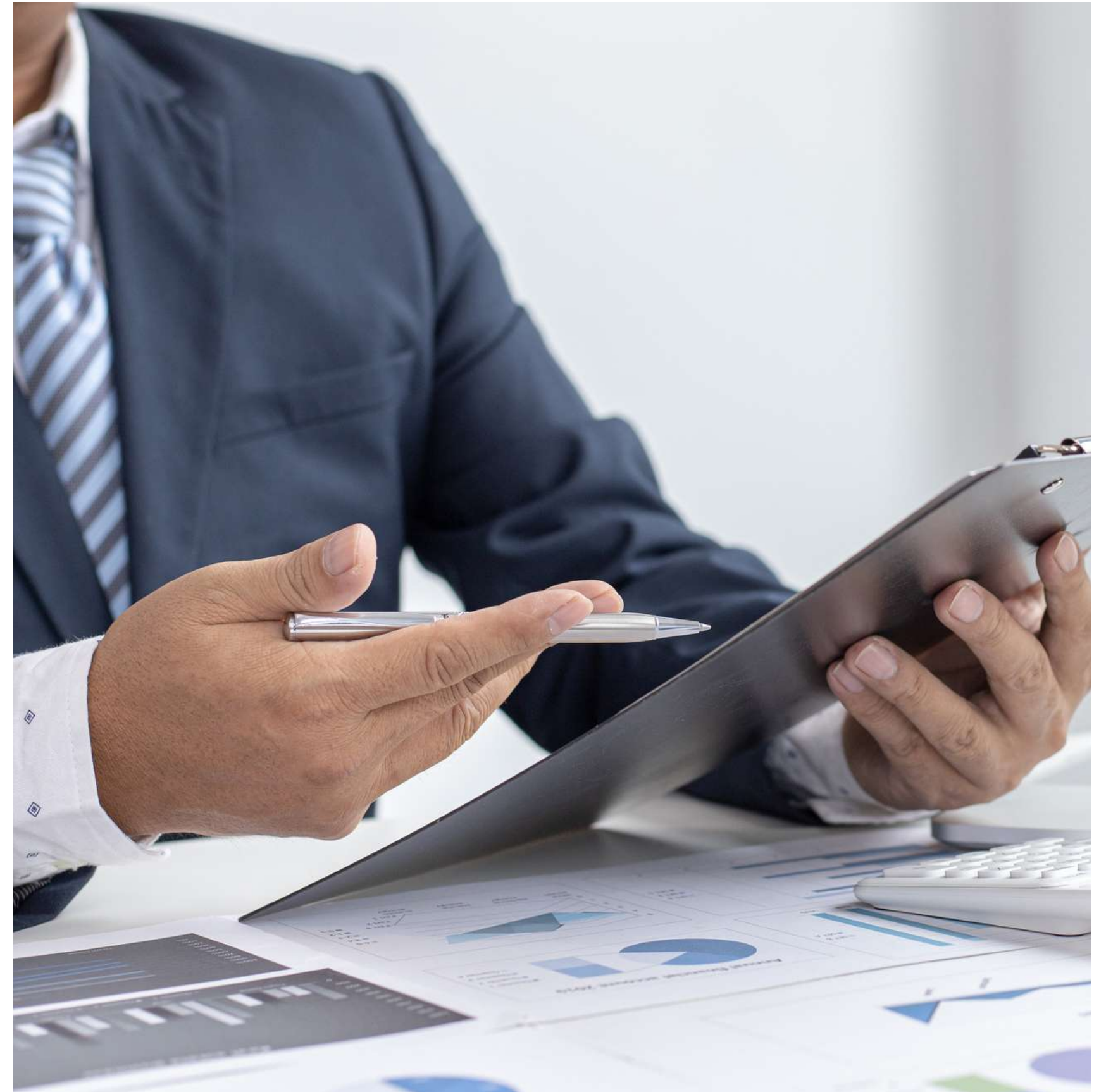
The choreographer **designs the dance but also the movement on the stage**, or on the streets his role is to create an harmony between the performers and the space.



11. ADMINISTRATION

The administration
is the office that
prepares and sends
contracts to
protect its artists.

The contract serves to ensure the **organizers know the needs of the artists** and protect them both in terms of payments and in terms of quality of materials and safety protection.



12. HOSPITALITY MANAGER

The hospitality manager has to prepare the artist request that arrived with a document named rider

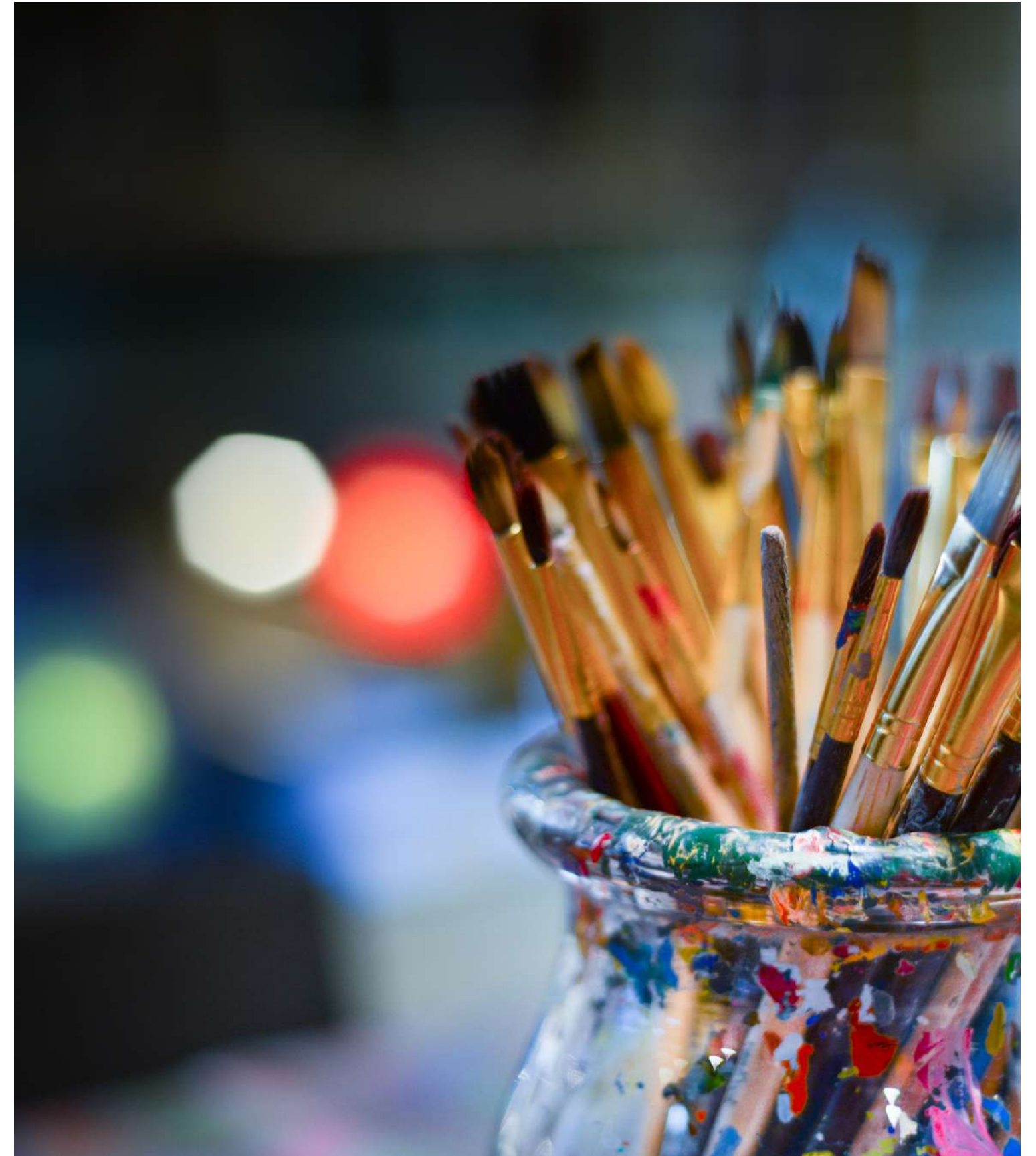
The artists and the technical team need hours and hours to set up the show and do rehearse so they arrive very early compared to the performance time and **do not have time to go out and buy things or eat**, so they ask for food (sandwiches, sweets, dry fruit, cheese, fruits, vegetables..) drinks and amenities.



13. VISUAL ARTIST

A visual artist creates works of art using a variety of materials

A visual artist can **draw images, work with paint, develop murals, design in 3D, create videos and video art or create art** with mixed media. While many visual artists create art solely to display in galleries and sell to collectors, you can also work in a variety of other fields.



14. ROADIES

Roadies set up and
dismantle stage,
instruments, sound
and lighting
equipment before
and after live shows,
festivals and events



There are no set entry qualifications for roadies. It may be an advantage to have some **experience in electronics, sound production, music technology or lighting**. Taking a theatre course in stage management, stage lighting and sound engineering may also help roadies who want to specialise.

15. BACKLINE TECHNICIAN

A backline technician provides technical support for live performances.



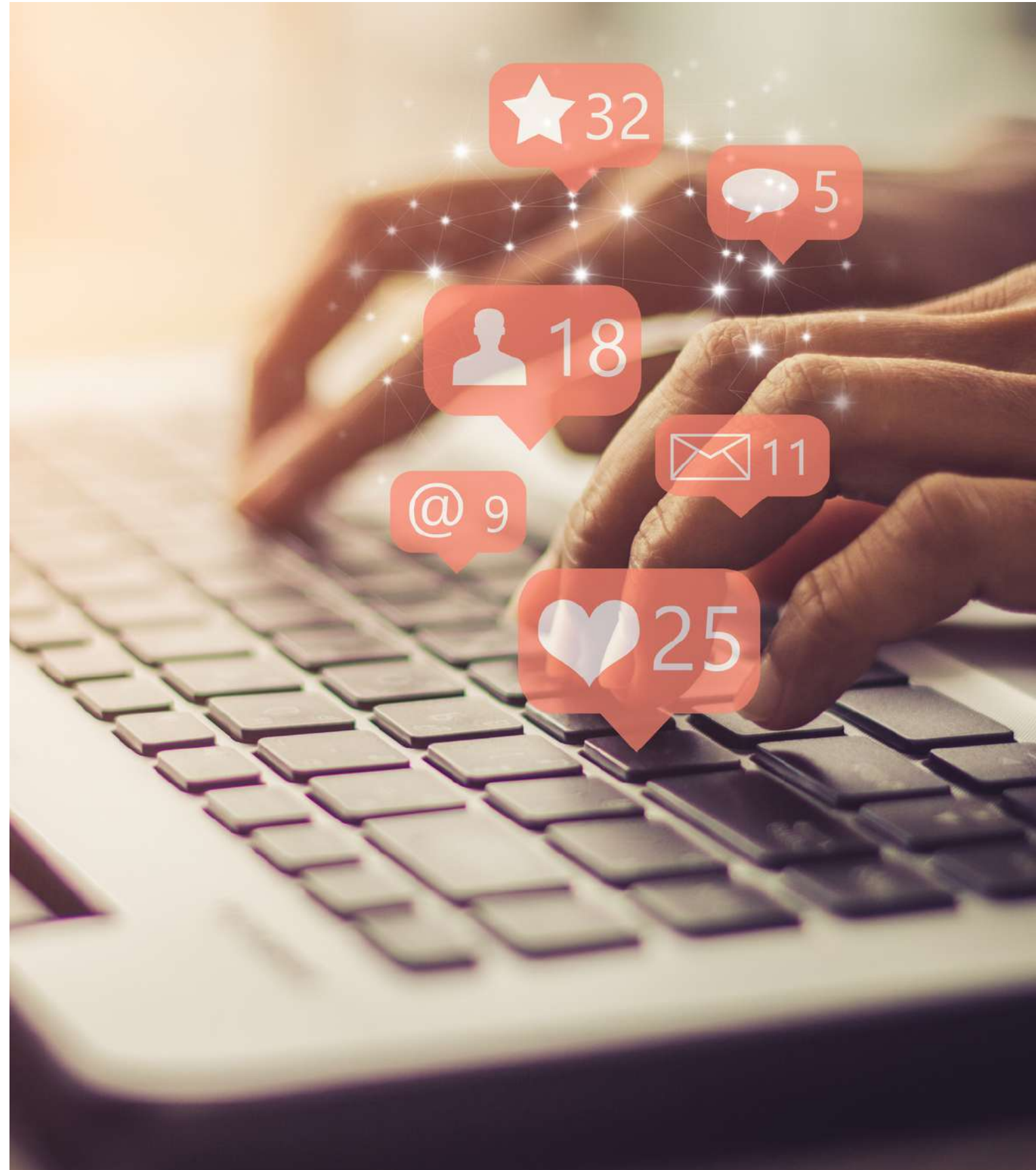
Each artist, orchestra or band is different and will have different needs, so the work can be varied. They will need to be **comfortable with different types of equipment and different setups**. Depending on the musicians and the type of event the Technician is working on they may be responsible for a range of road crew tasks or they may specialize in a particular area, such as percussion or strings. For a small scale performance there may be **one Backline Technician who is expected to deal with everything**. For a larger scale performance there may be a number of Backline Technicians with different specialist responsibilities. Some Backline Technicians specialise in instruments generally, or specific types of instruments.

16. MEDIA OFFICERS

Press officers respond to enquiries from journalists, write press releases, try to interest journalists

in their organisation's stories and campaigns, arrange for spokespeople to speak to the press, and monitor media coverage. Press officers **usually work for large organisations though in different sectors**, such as private sector corporations, public sector/government bodies and charities.



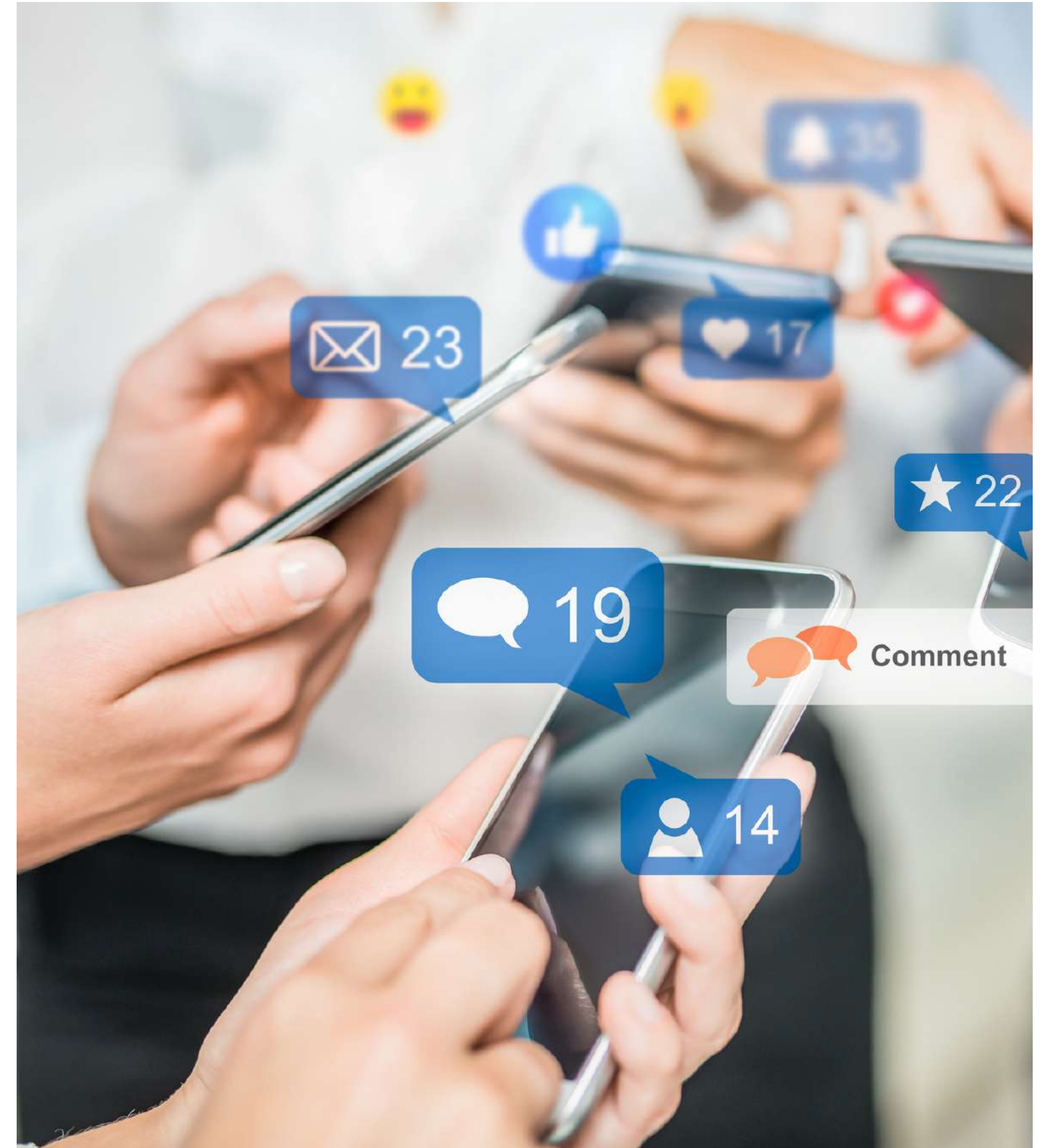


The media officer holds a very important position in the field of the communication

, since they are the professional who helps the company, artist and/or venue **reach out to the audience.**

As well as **developing and executing the social media strategy** for the purpose of reporting it to marketing head of the organisation and **ensuring that a proper marketing message has been delivered** by which the position of the company is strengthened.

They must be good at identifying and interpreting the popular trends in social media.



17. PHOTO/VIDEO

Any kind of cultural event requires someone to take photos and videos

They don't need to be professionals with the latest equipment, but **they do need to know how to make beautiful images and videos that convey the energy of the performance.** Photos and videos can be useful for countless reasons: simple archive, review videos to understand mistakes and improve, photos and videos to create promotional social content, short films, booklets, cover photos, magazine articles, flyers, documentary on a given show/festival.



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