

The Grange School
A Visual and Performing Arts College
Assignment Brief.

Unit Title:	UnitA1: Working in the Performing Arts Industry
Qualification:	BTEC Level 2 First Certificate and Extended Certificate in Performing Arts (Acting)
Start Date:	5 th January 2011
Deadline Date:	16 th March 2011
Assessor:	L. Jack

Assignment title:	1/1. Theatre Severn	
<p>The purpose of this assignment is: This assignment will allow you explore how performing arts organizations relate to each other. You will also have the opportunity to find out about the people who work for these organizations in performance, production and administration.</p>		
<p>Scenario: Your team has been assigned to take over the management of <i>Theatre Severn</i>, which has been losing money due to poor visitor numbers and lack of staff. Your team needs to create job adverts for local TV and newspapers that will attract the right people with the right skills and experience to work at the theatre. Also, a local millionaire will help fund the theatre but you have to create a convincing PowerPoint presentation, explaining what type of theatre it is, how it links with the local/national/international performers who appear there (e.g Pentabus Theatre/Birmingham Royal Ballet/New York Symphony Orchestra) and other areas of the industry (e.g. Arts Council).</p>		
<p>Assessment Evidence:</p> <ul style="list-style-type: none"> • DVD of TV Job Adverts with Tutor Observation (2nd February 2011) • Written Job Adverts (16th Feb 2011) • Attendance to Theatre tour (TBC - Feb/Mar 2011) • PowerPoint Presentation with Tutor Observation (TBC - Feb/Mar 2011) • Research Evidence (16th Mar 2011) 		
<p>Evidence to be generated (what you will hand in):</p> <ul style="list-style-type: none"> • Written Job Adverts (16th Feb 2011) • Research Evidence (16th Mar 2011) • Copy of PowerPoint (one per student 16th Mar) 		<p>Grading Criteria: P1, P2, P3, M1, M2, M3, D1, D2, D3</p>

To achieve a pass grade you must:	To achieve a merit grade you must:	To achieve a distinction grade you must:
P1: describe a performing arts organization, its function and relation to other areas of the industry	M1: explain the function of a performing arts organization relating it to other areas of the industry	D1: explain the function of a performing arts organization, drawing supported conclusion about its relation to other areas of the industry
P2: describe a job role from the performance area of employment and how it relates to other roles in the same and different areas of the industry	M2: explain a job role from the performance area of employment and how it relates to other roles in the same and different areas of the industry	D2: explain a job role from the performance area of employment, providing a detailed account of how it relates to other roles in the same and different areas of the industry, using well-chosen examples
P3: describe a job role from the administration or production area of employment and how it relates to other roles in the same and different areas of the industry	M2: explain a job role from the performance area of employment and how it relates to other roles in the same and different areas of the industry	D3: explain a job role from the performance area of employment, providing a detailed account of how it relates to other roles in the same and different areas of the industry, using well-chosen examples

Tasks
<p>Task 1: Job Adverts</p> <ul style="list-style-type: none"> In a small team: you will research the two job roles you have been given, finding out what each job entails and how it relates to the work of the theatre. You will need to keep notes and records of websites, books, people you have interviewed. Devise two job adverts for local TV, explaining what the job is and what qualifications/personal qualities are needed. Individually, write two detailed job adverts for a local newspaper outlining day-to-day responsibilities; how they will work with other members of their team; how their role fits in with the wider work of the theatre. <p style="text-align: right;">This provides evidence for P2,P3, M2, M3, D2, D3</p>
<p>Task 3: Promoting Theatre Severn</p> <ul style="list-style-type: none"> Your team have organized a tour of the theatre to help with the creation of the your PowerPoint presentation. Write a selection of questions to ask the staff about what the theatre does (avoid asking things that you could find out on the website). Gather a range of sources (website/programmes/newspaper extracts etc.) to help you create your PowerPoint. Create and deliver the presentation, explaining how the theatre functions and all the different arts organizations (e.g. dance companies) it connects with. Each team

member must take a role.

This provides evidence for P1, M1, D1

Achieving higher marks:

To achieve M2 and M3, you must demonstrate that you have researched the two job roles thoroughly using a range of sources (variety of websites/books/word of mouth). In your written job adverts, you should provide as much detail as possible, including responsibilities. You must explain how the job links to other roles inside and outside of the team.

To achieve D2 and D3, you should explain how the roles contribute to the work of the company and why they are important to its success. Consider how what they do fits into the 'bigger picture' using well-chosen examples.

To achieve M1, you should ensure that you research the wide variety of arts events that the theatre hosts and give examples of different local and national productions/artists that have appeared there.

To achieve D1, you should explain how the theatre provides a varied programme of arts events to suit different audiences, how the new building has improved the programme and why it is so important for arts companies within and outside of Shropshire.

This brief has been verified as being fit for purpose.

Assessor	L. Jack		
Signature	<i>L. Jack</i>	Date	04.09.2010
Internal Verifier	K. Mainwaring		
Signature	<i>K. Mainwaring</i>	Date	04.09.2010