

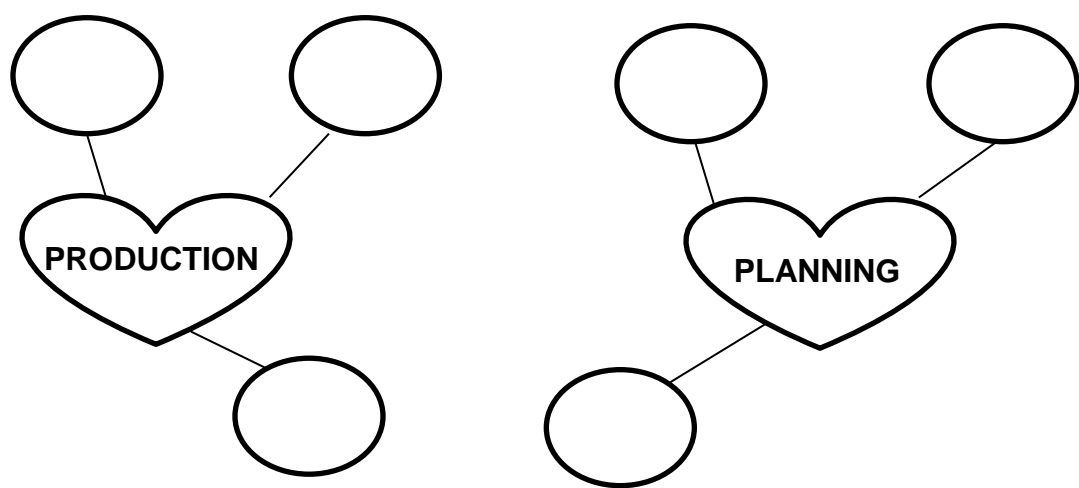
QUEST

Incorporates contemporary characteristics to one’s creation with attention to detail (**CAR11/12AP-0f -h-16**)

- a. Identify the basic details of the production;
- b. Incorporates the lesson in creating their own event; and
- c. Appreciate the importance of planning.

EQUIP

Instructions: Think of three details related to production and write it inside the figure provided.



**PRODUCTION PLANNING**

An artistic production demands not just the skills to make the art, but also a rigorous planning ability. This is called the production planning, and there many different parts and tasks involved before you can properly execute a production.

**LEARN ABOUT IT!**

- In order to properly execute a production, you have to go through a systematic and rigid planning period.
- In general, you must first plan out the **basic details of the production, namely:**

**TYPE OF PRODUCTION**

When coming up with a type of production, consider the 4Ms. Ensure that your methods is fitting, your material can be best conveyed in the chosen type, your machineries are enough to execute the production, and that your manpower has the skill set required for the selected type.

## TITLE PRODUCTION

Your production name has to be catchy, memorable, and unique. Remember, you want to compel an audience to view your artwork, and a generic title might not do the trick.

## VENUE OR PLATFORM

The venue refers to the physical space where you will execute the production. This can be a theatre, street corner, cafeteria, classroom, or similar places. When it is not necessary to execute your production in a physical place, then you still have to consider a platform. A platform can be social media sites for digital productions, radio shows, or other avenues which you can use so that your artwork reaches your target audience.

## TARGET AUDIENCE

The target audience refers to the demographic group which your production primarily targets. Try to identify a specific target audience. Moreover, you also have to consider the audience's quantity and capacity to ensure maximum participation or viewership.

## DATE OF IMPLEMENTATION

Your implementation date must be realistic and must give you enough time for preparation. It is suggested that you come up with a calendar of activities, marking milestones in your production process, to ensure that you are on time and that the best quality is met. Remember, a good production takes time and the process will require patience and diligence.

## RESOURCES

Your resources refer to manpower, machineries, and financial considerations. For manpower, you have to make sure that the demand of the production fits the availability and capacity of the people involved. For machines, you have to confirm the availability of the necessary items such as lighting, design, props, and other things. If it is unavailable, then think of ways in which your team can still produce these machines. Further, your resources are hugely defined by your financial capacity.

## OBJECTIVES

Objectives refer to the goals you have for your production. Objectives have to be identified before starting the production process. These will define what your production has to achieve in order to be considered as successful.

**OBJECTIVES MUST BE WRITTEN IN INFINITIVES (TO + VERB) AND IT MUST BE SMART OR SPECIFIC, MEASURABLE, ATTAINABLE, RELEVANT, AND TIME BOUND.**

- ☐ **Specific** - use concrete action verbs as opposed to abstract ones (i.e. the verb you use should suggest specific actions on how to go about it)
- ☐ **Measurable** - identify quantifiable metrics

- ☐ **Attainable** - ensure that it is realistic and it can be attained given your resources
- ☐ **Relevant** - the objectives set must have significant impact to the production when achieved
- ☐ **Time bound** - identify specific points in time (or time period) when you have to meet a certain objective

For example, consider the objective: to raise awareness on the subject matter of the play. This objective is not **SMART**.

**First off**, it is not clear as to how a “raised awareness” will be measured (through an evaluation sheet, a survey, etc.) nor is it clear as to what the subject matter is (people may interpret a play differently). **Further**, it did not provide metrics so its attainability is not knowable and is not time-bound.

STACK

**ESSAY:** Write your answers on the space provided. (10 points)

A. What is the importance of planning in a production?

B. How can you say that the production is successful?

MISSION 1

Write two examples of a **SMART** objective

MISSION 2

**Production Planning (50 points)**

- Assume that you are going to organize an event. Choose your own desired event and apply your artistic skills in creating this activity.
- Before the event will happen, you are going to plan it. Use the format below.

BASIC DETAILS OF THE PRODUCTION	YOUR ANSWERS
TYPE OF PRODUCTION (Example: GRADUATION CELEBRATION)	
TITLE OF PRODUCTION (Example: “Reaping the Fruit of Hardwork”	
VENUE OR PLATFORM (Example:KIENER HILLS , PUSOK LAPU-LAPU CITY)	
TARGET AUDIENCE (Example: FAMILY, FRIENDS, RELATIVES AUDIENCE QUANTITY: 30 )	
DATE OF IMPLEMENTATION (Example: JUNE 14, 2022)	
RESOURCES (Example: Foods: From Sheriffs Grill Restaurant Utensils: From Sheriffs Grill Restaurant Decorations and Lighting: Provided by the staff of the Hotel	
OBJECTIVES (Example: To celebrate success and welcoming the new chapter of life.	

**RESOURCES**

- Ganzon, C.L. Journey:Contemporary art of the Philippines
- [https://www.deped.gov.ph/wp-content/uploads/2019/01/SHS-Core\\_Contemporary-Philippine-Arts-from-the-Regions-CG.pdf](https://www.deped.gov.ph/wp-content/uploads/2019/01/SHS-Core_Contemporary-Philippine-Arts-from-the-Regions-CG.pdf)
- <https://www.coursehero.com/u/file/45404865/Contemporary-Art-Productionpdf/#doc/qa>