

BTEC First Diploma / First Certificate in Performing Arts (Performance)

Teacher Statement Form				
Learner:		Teacher: S. Bruton-Lang		
Unit: A2: The Performing Arts Business		Date of Observation:		
Assignment 1: Job Advertisement/Specification for The Stage		Activity: Write-up of Job Advertisement & Specification for a role in the Performing Arts		
The Brief		Week one - four		
<ol style="list-style-type: none"> 1. Your theatre company needs to employ a new member of staff to fulfil a role in the Company 2. You have to write an Advertisement for The Stage and a Job Specification to be sent out to potential applicants 3. Interview for the position 4. This job is the first of 2 jobs you will need to research and present on <p>8 guided learning hours</p>		<ol style="list-style-type: none"> 1. Decide on role(s) needed within your company and research rates of pay, wording, etc 2. Draft your Advertisement and Job Specification, this must include how the Member of Staff will interact with other roles and Industry areas. Review and evaluate your draft 3. Write a CV to apply for the position advertised 4. Interview for the position 		
Ref	Grading Criteria	Achieved ✓/x	Comments / Evidence	
P1	identify one area of performing arts business, describing its function and relation to other areas of the profession			
M1	explain in detail the function of one area of performing arts business, relate it to other areas of the profession			
D1	explain in detail the function of one area of performing arts business, drawing reasoned conclusions about its relation to the profession			
P2	identify job opportunities in the performing arts by describing the characteristics of one role from a main area of employment, with how it relates to other roles and areas of the industry			
M2	describe in detail the characteristics of one role from a main area of employment, with an account of how it relates to other roles and areas of the industry			
D2	show a comprehensive understanding of job opportunities in the performing arts by describing in depth the characteristics of one role from a main area of employment, with a detailed explanation of how it relates to other roles and areas of the industry			
Signed (teacher / tutor): Date:		Signed (learner): Date:		

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Activities/Evidence Form			
Learner:		Teacher: S. Bruton-Lang	
Unit: A2: The Performing Arts Business		Date of Observation:	
Assignment 1: Job Advertisement/Specification for The Stage		Activity: Write-up of Job Advertisement & Specification for a role in the Performing Arts	
Activities	Criteria	Evidence	Date Completed
<ol style="list-style-type: none"> 1. Decide on role(s) needed within your company and research rates of pay, wording, etc 2. Draft your Advertisement and Job Specification, this must include how the Member of Staff will interact with other roles and Industry areas. Review and evaluate your draft 3. Write a CV for the position advertised 4. Mock Interview 5. Complete self evaluation tasks 	<p>P1 M1 D1</p> <p>P2 M2 D2</p>	<p>Presentation recording/ Teacher observations/ journal/Self evaluation tasks</p>	

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Unit content

Understand areas of business practise in the performing arts GC1 & 2

Arts administration: eg national funding bodies; regional arts boards; local authorities; Theatrical Managers Association (TMA); business-based sponsors; administration/management services; Health and Safety Executive; Performing Artists and Media Rights Association (PAMRA)

Service companies: eg facilities hire companies; equipment hire companies eg lighting, sound, scenic; scenic construction companies; properties hire companies; costume hire companies; transport companies

Agencies: eg casting agencies; extras agencies; modelling agencies; employment agencies; literary agencies; artist's representation; booking agencies

Unions: eg Equity; Broadcast Entertainment Cinematograph and Theatre Union (BECTU); Musicians Union (MU)

Journalism: eg newspapers; radio; television; journals

(Learners should be able to describe ONE area from any of the above categories)

Understand job opportunities in the performing arts GC1 & 2

Administrative: eg venue management; project management; artist management and representation; marketing; box office; Front of House; legal; events security

Technical: eg stage technician; lighting; sound; set construction; properties construction; stage crew; wardrobe management; dresser

Creative: eg director; musical director; performer; actor; dancer; musician; composer; playwright; choreographer; animateur; designer; costumier

Other: eg teacher; dance therapist; drama therapist; journalist; broadcaster (TV or radio)

(Learners should be able to describe ONE area from any of the above categories)

Be able to apply financial planning practises to a specific performing arts production

Income sources: eg sponsorship (business, private, donations); grants (authorities/associations/trusts/charities); ticket and programme sales; merchandising

Expenditure: eg production costs; fees; licences; hire; consumables; materials

Be able to apply marketing practises to a specific performing arts production

Market research: audience; marketing plan; forms of publicity; outlets for publicity

Marketing materials: eg poster, flyer, press release, website, mail-shot; audio materials; video materials; publicity stunt

Essential resources

Access to professional organisations, bodies and practitioners, by way of visits, and/or guest speakers, and/or case studies, will greatly support and enhance the delivery and assessment of this unit. Learners will need access to research information when investigating areas of, and roles within, the performing arts industry; this might typically include trade journals, books, websites, union documentation, legal and legislative materials.

Indicative reading for learners

Banham M — *The Cambridge Guide to Theatre* (Cambridge University Press, 1995)

Doulton A M — *The Arts Funding Guide* (Directory of Social Change, 2002)

Freakley V and Sutton R — *Essential Guide to Business in the Performing Arts* (Hodder & Stoughton, 1996)

Pallin G — *Stage Management: The Essential Handbook* (Nick Hern Books, 2001) Pick J — *Arts Administration*

(Spon Press, 1995; or e-book Digital Download ISBN B0000COEZU)

Poynton K — *Contacts: Stage, Film, Television and Radio: The Spotlight* (The Spotlight, yearly) *The Actors' Yearbook 2006* (A&C Black, yearly)

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Learner Formative Self-Assessment Form			
Learner:	Teacher/Tutor: S. Bruton-Lang		
Unit: A2: The Performing Arts Business	Date of Self-observation:		
Roles:	Assignment Title: Job Advertisement/Specification for The Stage		
Ref	Grading Criteria	Self-assessment Comments	
P1	identify one area of performing arts business, describing its function and relation to other areas of the profession		
M1	explain in detail the function of one area of performing arts business, relate it to other areas of the profession		
D1	explain in detail the function of one area of performing arts business, drawing reasoned conclusions about its relation to the profession		
P2	identify job opportunities in the performing arts by describing the characteristics of one role from a main area of employment, with how it relates to other roles and areas of the industry		
M2	describe in detail the characteristics of one role from a main area of employment, with an account of how it relates to other roles and areas of the industry		
D2	show a comprehensive understanding of job opportunities in the performing arts by describing in depth the characteristics of one role from a main area of employment, with a detailed explanation of how it relates to other roles and areas of the industry		
Teacher Comments			
Signed (learner): Date:	Received: (teacher): Date:		

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Assessment Form					
Learner:			Teacher: S. Bruton-Lang		
Unit: A2: The Performing Arts Business			Date Returned:		
Assignment 1: Job Advertisement/Specification for The Stage					
Activities	Criteria	Comments	P	M	D
1. Decide on role(s) needed within your company and research rates of pay, wording, etc	P1 M1 D1				
2. Draft your Advertisement and Job Specification, this must include how the Member of Staff will interact with other roles and Industry areas. Review and evaluate your draft	P2 M2 D2				
6. Mock Interview					
3. Complete self evaluation tasks					
Teacher's Signature		Date			
Learner's Targets					
1.					
2.					
3.					
Learner's Signature		Date			