

Department of Theater and Dance
California State University, Sacramento

Research

Compiled/Analyzed by

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HEATHER KNUDSEN: Competition

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DEPARTMENT OF THEATER AND DANCE: *CLIENT*

Program Description

The Sacramento State Theatre Concentration is committed to intensive training in the areas of Performance, Scenography, Puppetry/Youth Theatre, Ethnic Theatre, Playwriting, Dramatic Literature, History, and Criticism. The Concentration is designed to offer breadth and depth, and is fully accredited by the National Association of Schools of Theatre. The faculty and staff, having national and international experience, comprise the Theatre Concentration.

Faculty and Staff

Dr. MELINDA WILSON , Chair, Directing
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(916) 278-7721 \ e-mail: baynel@saclink.csus.edu

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Theater Facilities

University Theatre - For proscenium productions of large scale
Playwright's Theatre - For original and experimental productions
Studio Theatre - For student-directed productions

DEPARTMENT OF THEATER AND DANCE: CLIENT

Annual Productions

Each year there are 4-6 major productions and some twenty minor productions of one-acts all of which provide a showcase for the student of Theatre at Sacramento State. Productions consist of:

Included in the program are African American and Chicano/Latino Theatre productions that make this department unique in the State University System.

Master's Thesis Productions - Senior project for Master Thesis
 Originals - Major Productions for theater classes
 Tour Shows - Professional productions touring through Sacramento
 Puppet Productions - Small theater class productions.
 Reader's Theatre - Elementary school students participate in shared reading

Past Theater/Dance Posters



Source

Theater program info available at: www.csus.edu/dram
 Past Show Posters located in Shasta Hall

DEPARTMENT OF THEATER AND DANCE: COMPETITION

That One Company

This Sacramento hip-hop group tries to communicate a grunge or street feel with their designs. They have a very specific audience that they are trying to reach, which probably consists of young people with an interest in rap and/or hip-hop music. Their system uses a wide variety of vibrant colors, distressed type (many times to the point of poor legibility), and generally creates a lot of tension to try to seem exciting.



Type is usually slanted, in angled boxes of color, a thick typeface, and has negative leading, causing crashing type, often resulting in poor legibility.



Photos and boxes are many different colors at once, which gives a chaotic feel to the poster.

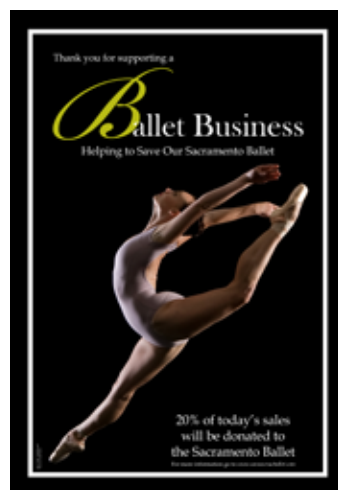
DEPARTMENT OF THEATER AND DANCE: COMPETITION

Sacramento Ballet

Sacramento Ballet uses a system of dramatic photography, a specific logo type and type treatment, and a specific color palette. The audience for this competitor, in contrast to "That One Company", is most likely adults and/or families who practice or are interested in ballet.



Sacramento Ballet has a recurring use of the "B" from its logo type, as well as a use of dramatically lit photography of dancers. The ampersand in the title of the play also mimics the treatment of the logo.



This ad treats the "B" in the same manner as the logo, even though the logo never actually appears. A consistent color palette ties items together.



DEPARTMENT OF THEATER AND DANCE: COMPETITION

B Street Theatre

This theatre group has a specific theme tied to their location, a dominant color scheme and typeface, and a system of using their logo that gives a consistent look to their identity. The audience for this group is most likely adults and families who are interested in or work in theatre.



B Street Theatre has a dominant color scheme and a specific treatment and use of its logo.



Individual show posters each have a unique style depending on the show, but still incorporate the main branding.

DEPARTMENT OF THEATER AND DANCE: COMPETITION

Mondavi Center

Mondavi Center at UC Davis is one of the more obvious competitors for Theatre and Dance. While the latest printed materials and systems for the 10th anniversary of the center are high quality, the same does not necessarily hold true for their website, implying that the system used in the brochure is a more recent change.

Site: <http://www.mondaviarts.org/>

The audience for this center is likely comprised of mostly students and faculty, followed by residents of Davis and the surrounding areas. Since the target audience for the center includes a large age range due to the variety of shows, the system is made to have a widespread appeal. However, the blue and gold coloring and typeface choice still keep the ties to the school, although it interprets them in a new way.

Mondavi Center at U.C. Davis has a particular color palette, type treatment, grid, and hierarchy. The use of this system is strong and present throughout all the promotional items for the 10th anniversary.

However, the website for the center has a very different system, using a different color scheme, logo, and somewhat different type treatment (they use the same typeface but not transparent with outlines).

DEPARTMENT OF THEATER AND DANCE: COMPETITION

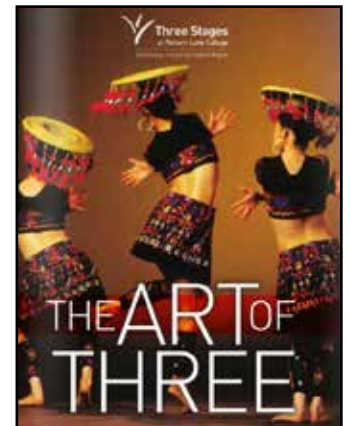
Three Stages

Folsom Lake's version of the Mondavi Center, Three Stages, also has a strong system, at least for their season publication. Their website, while it uses a neutral tan color somewhat similar to the publication and has the same logo, still differs fairly drastically.

Site: <https://www.threestages.net/Online/default.asp>



This system is tied together by a consistent use of grid, a dominant color scheme, consistent type treatment, and a heavy use of photography.

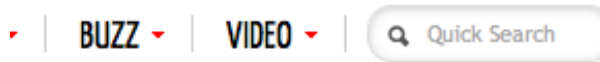


The website, while possibly having an element or two in common, still differs quite drastically from the publication in setup and quality level. It does not use the same grid, color scheme, or photography style.

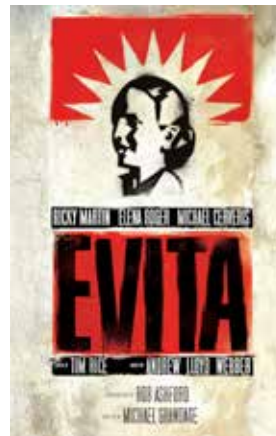
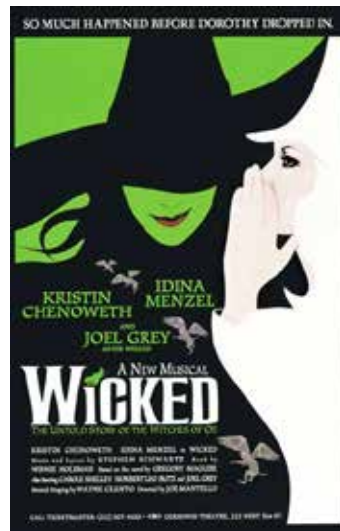
DEPARTMENT OF THEATER AND DANCE: COMPETITION

Broadway

Broadway has an interesting mix of branding systems. Broadway as a whole has an identity, but each show also has its own identity that appeals to a specific audience. In a way, this makes the audience for Broadway as a whole very large, so the overall branding is quite non-specific to a particular audience.



While each Broadway musical show has its own style and promotional items (which vary in quality depending on the popularity of the show), Broadway also has its own overall branding and system. This is an example of a larger system applied to many smaller systems. However, it seems that the way in which the term "Broadway" is applied to individual posters varies widely.



Questions

1. What kinds of shows does the department put on most or would like to put on in the future? Should there be different preset solutions for each type of show (i.e. a different layout for dance vs. comedic theatre)
2. What message does the department as a whole want to communicate? How is that message the same or different from other departments and the college as a whole?

DEPARTMENT OF THEATER AND DANCE: AUDIENCE

Students

The majority of the audience for plays at the theatre and dance department are students from Sacramento State University. Here are some statistics about the average audience member.

	2007		2008		Fall 2009		2010		2011	
Total Enrolled*										
Department Total	162		162		147		106		115	
College Total	3,939		3,836		3,972		3,591		3,647	
% of College	4.1%		4.2%		3.7%		3.0%		3.2%	
Ethnicity										
African American	21	13.0%	25	15.4%	19	12.9%	17	16.0%	17	14.8%
American Indian	2	1.2%	5	3.1%	4	2.7%	2	1.9%	1	0.9%
Asian	9	5.6%	9	5.6%	15	10.2%	12	11.3%	14	12.2%
Latino	21	13.0%	26	16.0%	25	17.0%	20	18.9%	13	11.3%
Pacific Islander										
<i>Underrrepresented Minority</i>	<i>44</i>	<i>27.2%</i>	<i>56</i>	<i>34.6%</i>	<i>48</i>	<i>32.7%</i>	<i>39</i>	<i>36.8%</i>	<i>31</i>	<i>27.0%</i>
<i>All Minority</i>	<i>53</i>	<i>32.7%</i>	<i>65</i>	<i>40.1%</i>	<i>63</i>	<i>42.9%</i>	<i>51</i>	<i>48.1%</i>	<i>45</i>	<i>39.1%</i>
Multiracial					1	0.7%	2	1.9%	8	7.0%
White/Caucasian	78	48.1%	63	38.9%	64	43.5%	43	40.6%	50	43.5%
Foreign			2	1.2%	1	0.7%	1	0.9%	1	0.9%
Other/Unreported	31	19.1%	32	19.8%	18	12.2%	9	8.5%	11	9.6%
% Minority (College)	<i>1,285</i>	<i>32.6%</i>	<i>1,321</i>	<i>34.4%</i>	<i>1,404</i>	<i>35.3%</i>	<i>1,291</i>	<i>36.0%</i>	<i>1,331</i>	<i>36.5%</i>
% Minority (University)	<i>9,763</i>	<i>41.2%</i>	<i>10,017</i>	<i>41.7%</i>	<i>10,969</i>	<i>45.0%</i>	<i>10,554</i>	<i>45.5%</i>	<i>11,619</i>	<i>47.0%</i>
Gender										
Department- Female	128	79.0%	119	73.5%	108	73.5%	73	68.9%	75	65.2%
Department- Male	34	21.0%	43	26.5%	39	26.5%	33	31.1%	40	34.8%
College-Female	<i>2,395</i>	<i>60.8%</i>	<i>2,366</i>	<i>61.7%</i>	<i>2,420</i>	<i>60.9%</i>	<i>2,185</i>	<i>60.8%</i>	<i>2,161</i>	<i>59.3%</i>
College-Male	<i>1,544</i>	<i>39.2%</i>	<i>1,470</i>	<i>38.3%</i>	<i>1,552</i>	<i>39.1%</i>	<i>1,406</i>	<i>39.2%</i>	<i>1,486</i>	<i>40.7%</i>
University-Female	<i>13,567</i>	<i>57.2%</i>	<i>13,686</i>	<i>56.9%</i>	<i>13,993</i>	<i>57.4%</i>	<i>13,242</i>	<i>57.1%</i>	<i>14,033</i>	<i>56.8%</i>
University-Male	<i>10,157</i>	<i>42.8%</i>	<i>10,348</i>	<i>43.1%</i>	<i>10,395</i>	<i>42.6%</i>	<i>9,955</i>	<i>42.9%</i>	<i>10,668</i>	<i>43.2%</i>
Age										
Under 18	5	3.1%	6	3.7%	7	4.8%	5	4.7%	2	1.7%
18-24	131	80.9%	130	80.2%	123	83.7%	88	83.0%	93	80.9%
25 and over	26	16.0%	26	16.0%	17	11.6%	13	12.3%	20	17.4%
Commuter Status										
Living on Campus	12	7.4%	17	10.5%	19	12.9%	12	11.3%	12	10.4%
Commuters	150	92.6%	145	89.5%	128	87.1%	94	88.7%	103	89.6%
Residence										
California Resident	162	100%	160	98.8%	146	99.3%	104	98.1%	114	99.1%
Outside California			2	1.2%			1	0.9%		
Foreign					1	0.7%	1	0.9%	1	0.9%

Age:

- Approx. 80% age 18-24
- Approx. 1% are under 18
- Approx. 17% are 25 and over

Gender:

- Approx. 65% are female
- Approx. 35% are male

Ethnicity:

- Approx. 43% are caucasian
- Approx. 14% are African-American
- Approx. 12% are Asian
- Approx. 11% are Latino

Summary:

Based on the above statistics, we now know that the average audience member will be a female, between the age of 18 and 24 and most likely caucasian.

Sac State 2012 Theatre and Dance department facts

<http://www.csus.edu/oir/Data%20Center/Department%20Fact%20Book/Theatre%20and%20Dance12.pdf>

Potential audience from other local schools:

- American River College
4700 College Oak Drive,
Sacramento, Calif. 95841
- Sacramento City College
3835 Freeport Boulevard
Sacramento, California 95822

DEPARTMENT OF THEATER AND DANCE: AUDIENCE

Faculty

The next audience participants are Sac State faculty. These generally tend to be the instructors that taught the students and are professional performing artists. Here are some statistics about the faculty:

	2007	2008	Fall 2009	2010	2011
Total Faculty					
Department	17	19	18	18	20
College	419	395	380	334	348
University	1,654	1,583	1,501	1,295	1,407
Ethnicity					
African American	4 23.5%	5 26.3%	4 22.2%	4 22.2%	4 20.0%
American Indian					
Asian					
Latino	2 11.8%	3 15.8%	3 16.7%	3 16.7%	3 15.0%
Underrepresented Minority	6 35.3%	8 42.1%	7 38.9%	7 38.9%	7 35.0%
All Minority	6 35.3%	8 42.1%	7 38.9%	7 38.9%	7 35.0%
Multiracial					
White/Caucasian	11 64.7%	11 57.9%	11 61.1%	11 61.1%	12 60.0%
Other/Unreported					
% Minority (College)	67 16.0%	63 15.9%	62 16.3%	62 18.6%	57 16.4%
% Minority (University)	364 22.0%	361 22.8%	349 23.3%	349 26.9%	332 23.6%
Gender					
Department- Female	8 47.1%	9 47.4%	9 50.0%	8 44.4%	9 45.0%
Department- Male	9 52.9%	10 52.6%	9 50.0%	10 55.6%	11 55.0%
College-Female	212 50.6%	200 50.6%	195 51.3%	168 50.3%	174 50.0%
College-Male	207 49.4%	195 49.4%	185 48.7%	166 49.7%	174 50.0%
University-Female	829 50.1%	771 48.7%	732 48.8%	632 48.8%	693 49.3%
University-Male	825 49.9%	812 51.3%	769 51.2%	663 51.2%	714 50.7%
Rank					
Full Professor	4 23.5%	5 26.3%	5 27.8%	4 22.2%	4 20.0%
Associate Professor	1 5.9%	1 5.3%	1 5.6%	2 11.1%	3 15.0%
Assistant Professor	4 23.5%	4 21.1%	5 27.8%	4 22.2%	3 15.0%
Lecturer	8 47.1%	9 47.4%	7 38.9%	8 44.4%	10 50.0%
Tenure Status					
Tenure	5 29.4%	6 31.6%	6 33.3%	6 33.3%	7 35.0%
On Tenure Track	4 23.5%	4 21.1%	5 27.8%	4 22.2%	3 15.0%
Non-Tenure Track	8 47.1%	9 47.4%	7 38.9%	8 44.4%	10 50.0%

Gender:

- 55% are male
- 45% are female

Ethnicity:

- Approx. 60% are caucasian
- Approx. 20% are African-American
- Approx. 0% are Asian
- Approx. 15% are Latino

Rank:

- 50% are lecturers
- 20% are full professors
- 15% are associate professors
- 15% are assistant professors

Summary:

Based on the statistics, the average faculty member will be a woman who is caucasian and lectures in the Drama department.

Sac State 2012 Theatre and Dance department facts

<http://www.csus.edu/oir/Data%20Center/Department%20Fact%20Book/Theatre%20and%20Dance12.pdf>

DEPARTMENT OF THEATER AND DANCE: AUDIENCE

Community

Another demograph that is interested in plays by Sac State is the Sacramento art community. Sacramento is an art friendly city, with events such as Second Saturday art walks and many galleries downtown. The department of Theatre and Dance also has a mailing list of community members to send advertising to who are interested in performing arts.



Audience members may also be patrons from the following performing arts theatres:

- **The Crest Theatre**
1013 K Street
Downtown Sacramento, CA
- **Sacramento Community Theatre**
1400 J Street, Sacramento, CA
95814
- **Community Center Theater**
1301 L Street
Sacramento, CA 95814
- **Big Idea Theatre**
1616 Del Paso Blvd.
Sacramento, CA 95815
- **Sutter Street Theatre**
717 Sutter Street
Folsom, CA 95630
- **Artisan Building**
1901 Del Paso Blvd.
Sacramento, CA 95815

Donors

Donors consist of the smallest part of audience demographics. As speculated in class, donors will most likely consist of individuals who are older, perhaps retired and ranging in age from 55 up. Below is a list of the overall donors that belong to Sac State.

Current Supporters

Our program would not exist without the generous support of the following organizations. They have been instrumental in the success of our students.

[Wells Fargo](#)

[The Stuart Foundation](#)

[Sleep Train](#)

[Foster Youth Education Fund](#)

[Meridian Commercial Real Estate](#)

Donors included are national companies and local companies that are in or around the Sacramento area.

Source http://www.csus.edu/gs/current_supporters.html

DEPARTMENT OF THEATER AND DANCE: SYSTEM

CSUS Design System

The Sacramento State Identity Guide represents an opportunity to communicate and reinforce Sacramento State's values in the community and to the general public. The look and feel of all materials and publications affect how the University's image is conveyed and perceived. The campus identity package was designed to:

Help **increase and reinforce public awareness** by creating a **consistent, unified image** that can be **easily recognized and identified** as Sacramento State throughout the community.

Assist departments, units, vendors and designers in maintaining consistent and precise production of the campus marks and graphics

Create one cohesive look and effective visual style among all departments and across all applications.

Therefore, we must keep in mind the consistent elements of the University Style Guide when considering the current system of the Theater & Dance Department, as well as what we want it to be.

For the complete Sacramento State Identity Guide, go to:

http://www.csus.edu/sacstatenews/marketing/docs/SacramentoState_IdentityStyleGuide.pdf

Mission Statement of the Department of Theater & Dance

The Department of Theatre and Dance provides a broad and thorough foundation in the **history, theory, literature** and practice of theatre and dance to students who wish to pursue post-graduate studies or join the profession. The department offers an *imaginative and ambitious program of historical and contextual studies supported by studio and production work*. Our mission challenges our students to be independent thinkers. Our department provides a **collaborative, artistic** environment that reflects a richly **complex and diverse global perspective** complimented by national and international faculty and staff experience.

To combine Sac State's Style guide needs (increase and reinforce public awareness by creating a consistent, unified image that can be easily recognized and identified throughout the community) and The Department of Theater and Dance's Mission (reflecting their collaborative, artistic environment that reflects a richly complex and diverse global perspective) we should focus on:

–Using simple elements to help allow the complexity and diversity of the department to stand out.

–Maintain the consistency of the University's needs within the Department's needs.

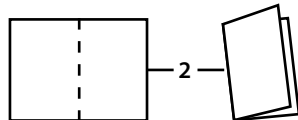
–Create templates of various sizes and styles to allow the Department options for their many advertisements, etc.

–Increasing the interest in the Department by creating unique and stand-out designs for their shows.

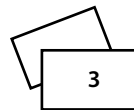
Things the Dept. frequently needs/produces



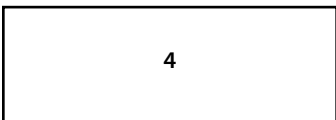
posters generally 1-sided, 11x17, full bleed, photocentric.



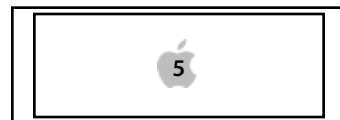
programs opening up to an 8.5x11 size; needed for every production.



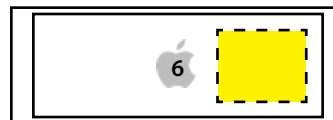
non-mailing **postcards** currently of various sizes and styles, depending on content; often sent in envelopes.



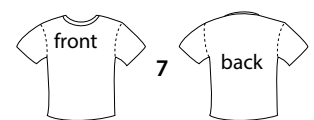
exterior banners typically hung outside of the dept., advertising current productions, often missed.



digital signage used for advertising on the Sac State digital signs; need to be 1920px by 1080 consistently; method that reaches the most students; ie should be eye-catching!



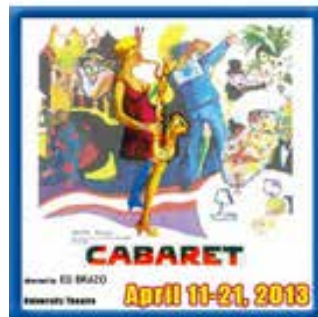
web ads used for advertising on the Sac State website. Important when considering the vast audience that visits the site. Should be interesting enough to want to click on it.



t-shirts most likely, with the main plays, the Dept would like to make t-shirts. To be silkscreened.

DEPARTMENT OF THEATER AND DANCE: SYSTEM

2012/2013 Schedule



Each of these events will most likely require one or more of the deliverables we will set up in their system. If the Department had a template with options for each of their needs (posters, banners, etc.), they would have more time to focus on the quality of the shows they put on and draw attention to the work that they do, bringing in money, and increasing their options for costumes, stage props, etc.

Plus:

Festival of the Arts
April 11 - 14, 2013

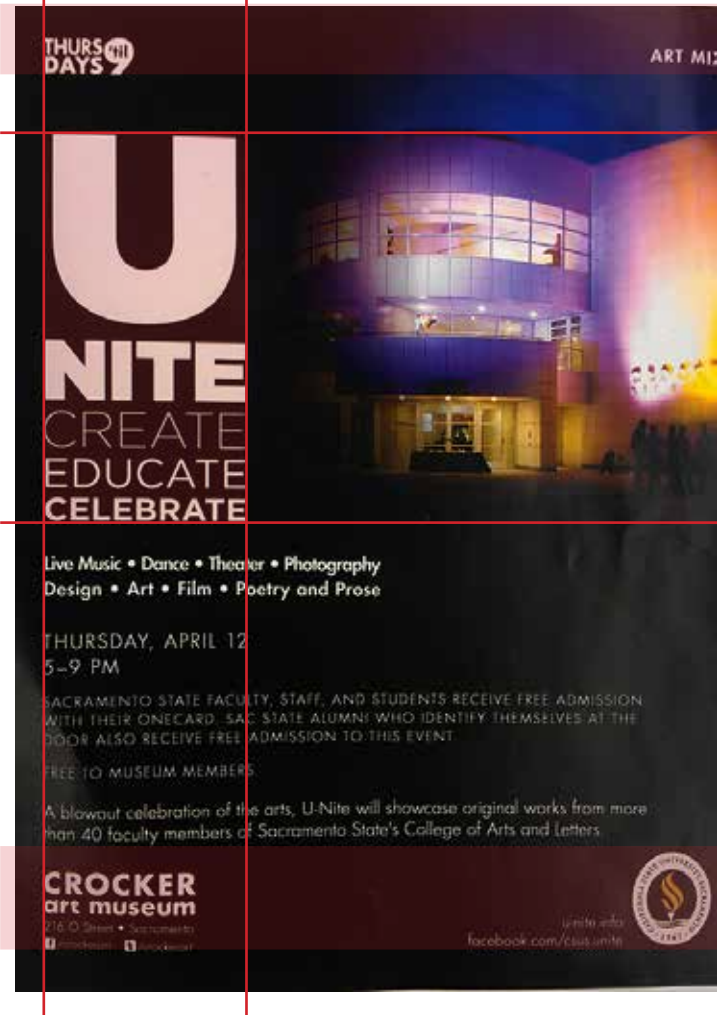
U-Nite at the Crocker Museum
April 11, 2013

DEPARTMENT OF THEATER AND DANCE: SYSTEM

CSUS Theater and Dance Deliverables

The Department of Theater and Dance's **system of communicating** to the general public is illustrated through posters, programs, non-mailing postcards, exterior banners, digital signage, web ads and t-shirts. The following deliverables in the past has been broken down to understand the systems in which was used, and to make a **connection** as to what was successful; what drew attention, what was easy to read, and what would **lure audience** into wanting to participant or take interest.

CSUS Theater and Dance Poster (8.5in x 11in)



the focus of this poster is primarily drawn from left to right with the UNITE as the starting point of what the audience sees first.

photo is a basic and successful way of depicting what the event will be about. Here it is used for that purpose as well as aesthetically pleasing viewers.

white type is commonly used when selecting a dark/black background. Here the white in bold is used for emphasis on the text that audience should pick up easily, such as what will be featured in this event, the date and time.

logo and sponsors are typically set off on the corners and edges of the poster.

CSUS Theater and Dance Postcard (5.5in x 4.25in)



photo takes up 1/3 of the postcard and is very direct at what event it is communicating.

type follows an axis system and staggers on both sides to differentiate the events. The blue and white also separates the title and time; white being nonbold and the subtext to the blue.

postcard is much like a poster in the way it is used. It is an effective way to communicate and the limited size it provides can be as much of an advantage as it is a disadvantage. The selective information that is on a postcard is what is most significant, and what audience will quickly pick up.

**CSUS Theater and Dance
Deliverable as a System**

deliverable system is most affective when they are alike and follow a theme. Here we have the poster and postcard, both with black background, white text, and driven by a photo/image.

what works is the black background paired with image and white type. The white type on the black background makes it very legible to read. Also, it makes the image pop out more and draws attention in a positive light.

what doesn't work is the lack of grid system in the poster. The passage below the date and time is very lengthy and doesn't allow readers to pick up quickly and effectively. Also, the postcard has an image that is cut off and very distracting. When using an image, the cropping should be done cautiously.

questions to ask are what look and theme the Theater would like to portray given the system they have used in the previous deliverables. Would they like to keep the modern feel? Would they prefer images? If so, would it be limited to one image? Should the image overpower the title? How much space should the image and text compete with one another?

**CSUS Festival of the Arts
Program
(6in x 11in)**



in comparison to the Theatre of Arts the Festival of the Arts greatly differs on many levels such as type, feel, layout, and color palette.

color palette used is a very soft and subtle tone. It uses earth-like colors, unlike the Theatre that uses higher contrast colors such as black and white for a more dramatic feel.

type and feel is more graceful and elegant with the patterns and designs used mimicing the stroke of the type. In comparison to the Theatre, it gives a less modern-look, and more of a traditional theme.