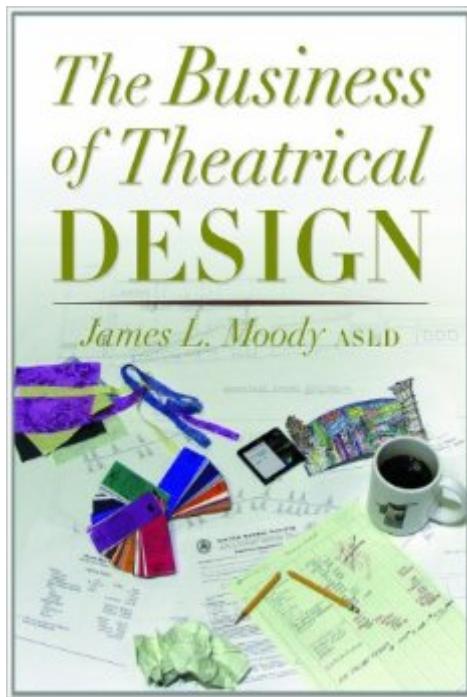


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# The Business Of Theatrical Design



## **Synopsis**

For theatrical design students and theater professionals, here is the essential guide to marketing your skills, furthering your career, and operating a successful business! In *The Business of Theatrical Design*, design veteran James Moody shares his proven techniques to help costume, scenic, and lighting designers become successful businesspeople. Here is the latest information regarding IRS, state, and business liabilities; salary and fee scales; equipment costs; professional organizations; union and contract issues; and much more. Plus dozens of working producers, promoters, and designers share their insights and offer a thorough, true-to-life profile of this competitive industry. An indispensable resource for anyone looking to pursue a career in the theater!

## **Book Information**

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## **Customer Reviews**

This volume is packed with everything they forgot to tell us in design school. Moody deals with all sorts of things designers need to know aside from the art itself--from business cards to contracts and fees and taxes, all the while making sure we don't starve ourselves or upset anyone else. As a recent graduate from a design program, I was delighted to find this book. It has answered so many questions! I adore Moody's "get real" tone, firm and fun. Still, I can't help but feel that each subject is only touched upon, that there could be an entire book written for each chapter Moody presents. I would also love to see more--a LOT more--examples of the countless forms, contracts, etc., that Moody describes. Even as it is, this book is helpful for conquering that fear of the real world we face

as we are handed our BFAs.

A book for theatrical designers who refuse the idea that you are obligated to be a starving artist. Filled with the kind of information that design instructors in universities do not discuss in a meaningful way, it's a reality check, a roadmap, and an insightful analysis of how designers can claim their place as professionals. It touches on unions, the old boy's network, and academia, but perhaps the most useful information is in the organization of a practice and the "radical" notion that designing for entertainment encompasses many fulfilling paths in addition to theater. The only thing that holds the book back from being five star is the lack of basic financial and legal guidelines outside of the status of your business as a legal entity. It seemed some basic, universal rules of thumb and some templates of basic forms could have been included with minimal research and without exposing the author to liability. It would have moved this book from "indispensable" to being "definitive."

This book tells young theatrical designers all the things that you will probably not hear in school. If you are interested in making your design into a business, you need to read this. It will tell you about contracts, taxes, hiring, forming your business, interviews, and everything. Read it. Read it. Read it. And you can't beat the digital price.

This book provides a wealth of information across the board! We found it very helpful with our costume design/rental business.

This is an excellent book that everyone that is about to graduate or getting ready to needs to read. James L. Moody is an excellent writer, keeping the topics fresh and alive with his style, wit, and anecdotes.

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