



Arts Ads: Bill Poster Design

Teachers' Notes

Share the Bill Posters at the end of this PDF with your students for inspiration and idea generation. These are posters that have been used to advertise real events at Arts Centre Melbourne. They include lots of important information, displayed in a way that clearly communicates the facts to the audience.

The worksheet below is for your students to fill out before attending this workshop. It will help them get an understanding of what to include on their poster.

Before attending the excursion:

Choose an event to advertise. You might want to advertise a school event, such as a musical, fete or art exhibition. If you don't have a school event coming up, you could advertise a particular aspect of your school's ethos or community. Alternatively, students are free to make up a fictitious performing arts event to advertise.

In pairs, students fill in the worksheet below.

It would be best if you used Arts Centre Melbourne venues for your bill posters, unless it's for your school production. These are:

- **Hamer Hall:** large scale music concerts
- **State Theatre:** ballet, opera or musical
- **Playhouse:** larger scale plays, comedy shows or kids' shows
- **Fairfax Studio:** smaller scale plays, magic, circus, comedy shows or kids' shows
- **Sidney Myer Music Bowl:** large rock or electronic music events, cultural events, music festivals



Who is paying for your show?

(Producer: ie, St Brendan's Primary School)

What is your show called?

(Title: ie, Alice in Wonderland)

When is your show on?

(Dates)

What time does it start?

(Time)

Where is it being held?

(Venue: ie, Arts Centre Melbourne)

Where can I get a ticket?

(Outlet: ie, Ticketmaster)

Who is the show aimed at?

(Audience: ie, kids, parents)

Is anyone helping pay for it?

(Sponsors: ie, Lucy's Hair Studio)

What is the show about?

(Short description)

Anything else to add? Think about including:

- A review, for example: "Best young performers in Australia right now. 5 stars, The Age"
- A tag line, for example: "We're off to see the Wizard!" (for The Wizard of Oz)
- A call to action, for example: "Hurry, book now!" or "One Night Only!"

Make sure you use persuasive, engaging language that is appropriate to your event.



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Arts Centre Melbourne presents

milonga

A SADLER'S WELLS LONDON PRODUCTION
DIRECTED BY SIDI LARBI CHERKAoui



**"THIS IS TANGO AS WE LOVE IT,
BUT TRANSCENDING CLICHÉS."**
★★★★ THE GUARDIAN, UK

"SEXILY MINIMALISTIC. WILD"
★★★★½ SYDNEY MORNING HERALD

1 - 5 APRIL
STATE THEATRE

Image: Nathan Barton

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artscentremelbourne.com.au