

Theatre Careers

TH 395-001 | Spring 2020 | 3 Credit Hours

Lecture

Mrs. Stacy Alley

Contact Information

UA Campus Directory:

- Mrs. Stacy Alley (<https://www.ua.edu/directory/?i=slalley#listing>)

Prerequisites

UA Course Catalog Prerequisites:

No prereqs found

Acting I & TH 465 (or permission of the instructor).

Course Description

Course Description and Credit Hours

This course provides an exploration and introduction to the business of being a professional theatre artist or practitioner.

Required Texts

Required Texts from UA Supply Store:

- Crawford Ph D, Bill (NR) / College from the Top of the Mind : The College Student's Guide to Greater Clarity (**Recommended**)
- Travers, Dallas / The Tao of Show Business : How to Pursue Your Dream Without Losing Your Mind (Ac (**Required**))
- Agustin, Julio / The Professional Actor's Handbook : From Casting Call to Curtain Call (**Required**)

Other Recommended Theatre-related Texts:

Rock the Audition, 2nd edition by Sheri Sanders

The Thriving Artists by Joe Abraham and Christine Negherbon

Audition Freedom by VP Boyle

You will each need to choose ONE of the following books to read, based on your interest, on which you will present a summary report to the class for a grade.

Non-Theatre Reading: (you may propose additional titles for my consideration as well.)

Dare to Lead by Brené Brown

Never Eat Alone by Keith Ferrazzi

The Tipping Point by Malcolm Gladwell

Blink by Malcolm Gladwell

Outliers by Malcolm Gladwell

David and Goliath by Malcolm Gladwell

Purple Cow by Seth Godin

Made to Stick by Chip and Dan Heath

Thrive by Arianna Huffington

The Money Book for the Young, Fabulous, and Broke by Suze Orman

A Whole New Mind by Daniel Pink

To Sell is Human by Daniel Pink

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Course Objectives

- This course will provide information and strategies for becoming a theatre professional. Major areas of emphasis include: audition and interview technique, the theatre business, and networking.
- This course will provide the student with a solid understanding of personal branding, the theatre and professional performance industries, as well as general life-management and financial planning skills.

Student Learning Outcomes

By the end of the semester, students will understand:

- Brand creation and management
- Brand application to theatre (headshots, resumes, attire, repertoire, social media, etc.)

- Marketing strategies (including websites)
- Money/life management
- Appropriate materials and preparation for career advancement

Other Course Materials

- Videos, CDs, books, and scores
- Youtube clips and other online materials
- Articles from various credible sources

Outline of Topics

See Course Schedule.

Exams and Assignments

*Class participation: Students are expected to be fully engaged during class, participate in discussions, provide feedback, and ask questions. This class is a unique opportunity for you to receive critical feedback about your work and your progress. The more seriously you prepare, the more you will benefit. Your participation in the assignments is essential to your own success in the class.

*Journal assignments will be given each week in order to reflect on the readings, discussions, viewings, and experiences that we have in class. This is to be taken seriously and to be done in a thorough manner that is easy for the instructor to read. You are also HIGHLY encouraged to write in your journal beyond assignments.

*Readings and possible quizzes on the readings. You MUST stay on top of your reading assignments in order to succeed in this class!

*Other assignments will be made throughout the semester which may or may not be listed on the course schedule below.

Grading Policy

There are 680 points possible in this class:

Class Participation: 100 pts.

Mock Audition: 100 pts.

Small Assignments (Resume/Headshot Assignments/Personal Statement) (20 pts. each): 80 pts.

Midterm/Book Presentation: 100 pts.

Where the Work Is Group Presentation: 100 pts.

Journal Reflection: 200 pts.

Policy on Missed Exams and Coursework

On days when you are supposed to present or turn in an assignment, your presence is crucial and you will only be allowed to make up the assignment or take an exam/quiz after I am presented with an official excuse.

Attendance Policy

Regular and prompt attendance is required. After two unexcused absences, your grade will be lowered by a letter grade for each subsequent absence (whether excused or unexcused). Three tardies equals one absence.

Notification of Changes

The instructor will make every effort to follow the guidelines of this syllabus as listed; however, the instructor reserves the right to amend this document as the need arises. In such instances, the instructor will notify students in class and/or via email and will endeavor to provide reasonable time for students to adjust to any changes.

Course Schedule

JANUARY

09 Intro/Go over syllabus

14 Discuss Success Strategies 1 & 2

16 Guest Speaker (via Zoom): Jonathan Flom (Branding/Marketing Strategies)

21 Bring in Unique Selling Points (USP)/Discuss Success Strategy 3

23 Bring in Resume for grading/Discuss Success Strategy 4

28 Headshot Assignment due/Discuss Success Strategy 5

30 Bring in Cover Letter for grading/Discuss Success Strategy 6

FEBRUARY

04 Bring in Rep Lists/Discuss Success Strategies 7 & 8

06 Mock Interview/Audition

11 Guest Speaker: Rob Alley (Mental Wellness as an Artist)

13 Guests from Theatre Management; Discuss Success Strategies 9 & 10

18 Discuss Success Strategies 11 & 12

20 *Where the Work Is* Presentations/turn in materials

25 *Where the Work Is* Presentations/turn in materials

27 SETC -- no class, Work on Midterm Research

March

03 Guest Speaker: Tony Howell via Zoom (Digital Wellness)

05 Guest Speaker: Ali Gorrie (Diversity, Equity, and Inclusion & Living/Working in NYC)

10 Midterm/Book Presentations

12 Midterm/Book Presentations

17 SPRING BREAK -- No class

19 SPRING BREAK -- No class

24 EXTENDED BREAK DUE TO COVID-19

28 EXTENDED BREAK DUE TO COVID-19

31 Check-in with class/Discuss Strategies from *The Professional Actor's Handbook* via Zoom

APRIL

02 Discussion on Unions (AEA, SAG-AFTRA, AGVA) and Actor's Taxes via Zoom

07 Zoom Meeting with Joy Dewing, Disney Theatricals, Los Angeles (as previously scheduled)/Discuss upcoming assignments

09 Discuss SDSU Studio Series via Zoom (CSA, Tara Rubin and/or Composer, Tom Kitt)

14 Discuss Part I from *College from the Top of the Mind*

16 *Where the Work Is* Group Presentations via Zoom

21 *Where the Work Is* Group Presentations continued via Zoom

23 Class reflection & wrap-up; Journals due (Last day of class)

Statement on Academic Misconduct

Students are expected to be familiar with and adhere to the official Academic Misconduct Policy (<https://catalog.ua.edu/undergraduate/about/academic-regulations/student-expectations/academic-misconduct-policy/>) provided in the Online Catalog.

Statement On Disability Accommodations

Contact the Office of Disability Services (ODS) (<https://catalog.ua.edu/undergraduate/about/support-programs/disability-services/>) as detailed in the Online Catalog.

Severe Weather Protocol

Please see the latest Severe Weather Guidelines (<https://ready.ua.edu/severe-weather-guidelines/>) in the Online Catalog.

Pregnant Student Accommodations

Title IX protects against discrimination related to pregnancy or parental status. If you are pregnant and will need accommodations for this class, please review the University's FAQs on the UAct website (<https://www.ua.edu/campuslife/uact/information/pregnancy>).

Religious Observances

Under the Guidelines for Religious Holiday Observances, students should notify the instructor in writing or via email during the first two weeks of the semester of their intention to be absent from class for religious observance. The instructor will work to provide reasonable opportunity to complete academic responsibilities as long as that does not interfere with the academic integrity of the course. See full guidelines at Religious Holiday Observances Guidelines (<https://provost.ua.edu/oa-guidelines-for-religious-holidays-observance>).

UAct Statement

The University of Alabama is committed to an ethical, inclusive community defined by respect and civility. The UAct website (www.ua.edu/uact) (<https://www.ua.edu/uact>) provides extensive information on how to report or obtain assistance with a variety of issues, including issues related to dating violence, domestic violence, stalking, sexual assault, sexual violence or other Title IX violations, illegal discrimination, harassment, hate or bias incidents, child abuse or neglect, hazing, threat assessment, retaliation, and ethical violations or fraud.