

<b>ID</b>	3235
<b>Curricular Unit</b>	Production of Cultural Events
<b>Regent</b>	Daniel Tércio Ramos Guimarães
<b>Learning Outcomes</b>	<p>The course intends to contribute to the understanding of the phenomenon of the production of cultural events, in various fields of intervention, with emphasis on the choreographic performance.</p> <p>Thus, the student should be able to:</p> <ul style="list-style-type: none"> <li>- manage the different components and stages for the production of a cultural event.</li> <li>- participate in the design and planning of an event on a choreographic project.</li> <li>- plan an intervention programme according to the space of presentation, the public and the purposes of the project.</li> <li>- integrate a team for the production of a choreographic intervention project.</li> <li>- interact positively with the other members of the working group contributing to the success of the choreographic project.</li> </ul>
<b>Syllabus</b>	<p>The working flow has a dynamics of accomplishment in the field of an artistic-cultural project. The programmatic contents are therefore articulated with the group projects.</p> <ol style="list-style-type: none"> <li>1. What is it to be a producer? Producer tasks in different domains and areas of intervention.</li> <li>2. Support programs for independent production/creation, sponsoring and sponsorship. Models of submission of applications.</li> <li>3. Participate in a team. Human resource management. Negotiate and prepare CVs.</li> <li>4. Calendar and planning. How to present a timeline.</li> <li>5. The artistic design. Concept, synopsis, means.</li> <li>6. The communication plan. From physical media to virtual networks.</li> <li>7. Running a project. Welcoming the unpredictable. The post-project.</li> </ol>
<b>Evaluation</b>	<ul style="list-style-type: none"> <li>- Three reports presented orally noticing the progress of the project (synopsis, submission of form, communication plan)</li> <li>- A presentation of the group project in site-specific</li> <li>- A file with the event records</li> </ul>

**Bibliography**

- BILTON, Chris (2007). *Management and Creativity. From creative industries to creative management.* Blackwell Publishing.
- ELDER, Eldon (1993). *Will it make a theatre? Find, renovate & finance the non-traditional performance space.* Nova Iorque, NY: American Council for the Arts.
- GILLETTE, J. Michael (1992). *Theatrical Design and Production.* London, Toronto: Mayfiel Publishing Company.
- MENEAR, Pauline; HAWKINS, Terry (1993). *Stage Management and Theatre Administration.* London: Phaidon Press.
- SCHLAICH, J. & DUPONT, B. (1988). *Dance: The art of production.* Princeton, New Jersey: Dance Horizons.