

**Changemakers ADPA5003
Cabaret Portfolio of Material**

University of Wales Trinity St David

BA Musical Theatre

Lily Ireland
2001025

PLANNING PROCESS :**DATE AND TIME:**

16th November 2023 7.30pm, doors open at 7pm.

TARGET AUDIENCE:

- Young people in the industry, to inspire, potential MT students.
- Local drama departments
- Broaden their repertoires and MT industry.
- 1st year students – introduce them to the 2nd years and what they will be doing next year.
- People with MT interest and enjoyment.
- Agents and people established in the industry - show the uni and us to them.

We are aiming to attract aspiring students, 1st years and people in the industry, making sure to use songs appropriate for a possible younger audience.

TITLE:

**The Musical Encyclopaedia;
a repertoire through the ages.**

TICKETING:

We want it to be affordable for younger people and students, we noted that RWCMD have a free entry cabaret night. It was £5 last year here for the same event at WAVDA.

Keeping in mind that it is an hour running time, small space and facilities etc, a performance in the centre of Cardiff.

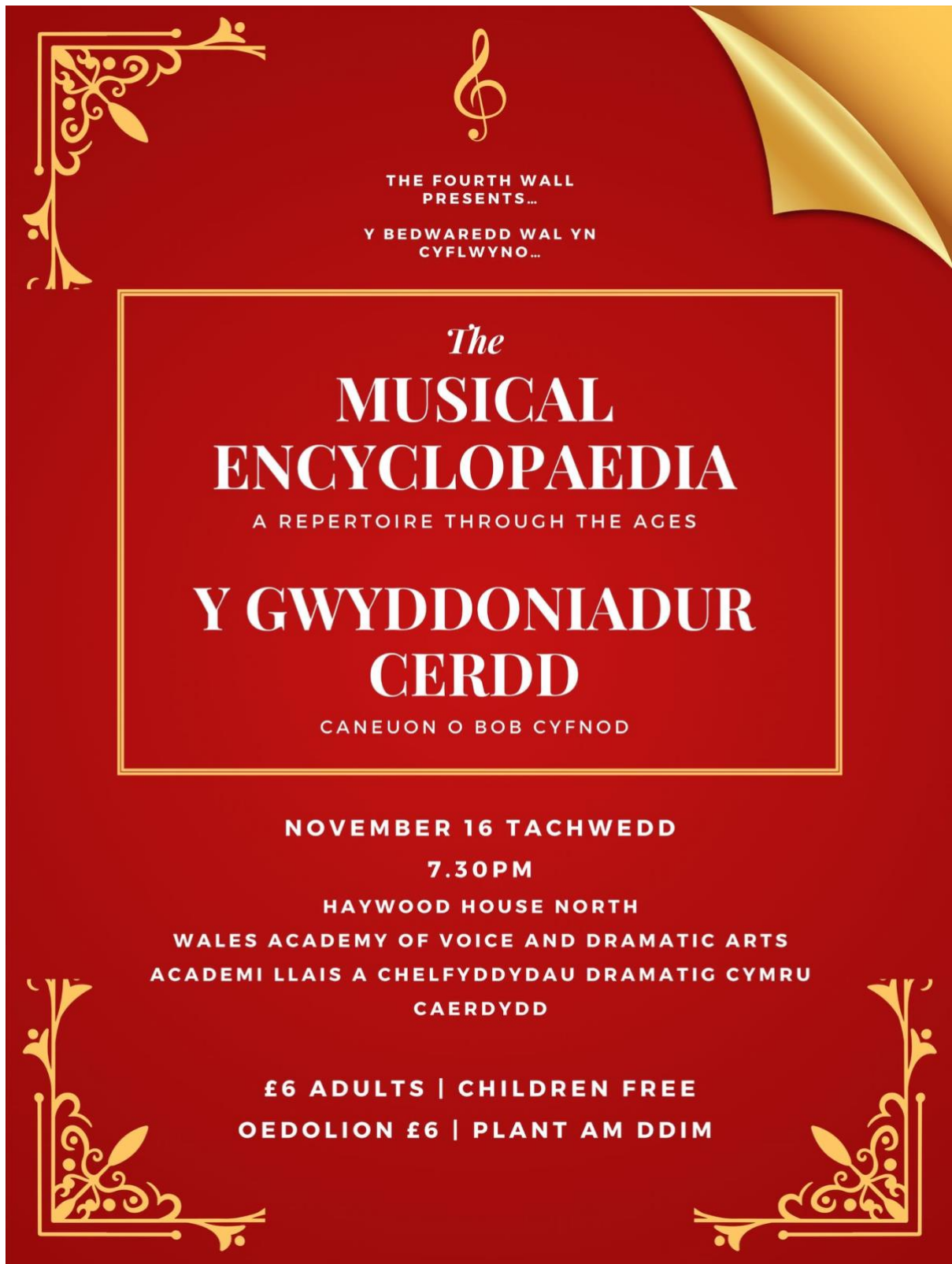
Finalised pricing:

£6 ticket, advertised 'complimentary drink'.

Free for concessions and students (includes prospective students).

DESIGN PROCESS:**POSTER:**

Poster looks like front of a book - the 'encyclopaedia'.



THE FOURTH WALL
PRESENTS...

Y BEDWAREDD WAL YN
CYFLWYNO...

The
**MUSICAL
ENCYCLOPAEDIA**
A REPERTOIRE THROUGH THE AGES

**Y GWYDDONIADUR
CERDD**
CANEUON O BOB CYFNOD

**NOVEMBER 16 TACHWEDD
7.30PM**

**HAYWOOD HOUSE NORTH
WALES ACADEMY OF VOICE AND DRAMATIC ARTS
ACADEMI LLAIS A CHELFYDDYDAU DRAMATIG CYMRU
CAERDYDD**

**£6 ADULTS | CHILDREN FREE
OEDOLION £6 | PLANT AM DDIM**

LOGO:



Logo is for social media usage. Simple design that identifies our brand.

We all met up and worked together to create this poster, with the use of Canva. I believe we worked very well as a team to collaborate ideas and the poster is a true reflection of our joint vision. The red and gold theme was chosen to exemplify a more traditional approach, as we are exploring eras of musical theatre. Also, as we have gone with the book design, it looks expensive and far more intriguing as a design aspect - hopefully viewers would question what this image could be and therefore take time to read it.

The grand-looking designs add to this expensive look also, and the corner page turned emphasises the 'encyclopaedia' theme and creates intrigue to see what more is to come...

I was also tasked with creating a simplistic logo to use as our social media profile. I used this as it is a clear depiction of our brand design and the content of our event, music.

DESCRIPTION OF EVENT (on ticket source):

A Musical Theatre Repertoire Through the Ages.

Hello prospective ticket buyer, we are 'The Fourth Wall', a cohort of 2nd year students from the Wales Academy of Voice and Dramatic Arts. We will be presenting a cabaret performance of musical numbers for you which will include works from the Golden Age, contemporary composers and many in-between!

We look forward to seeing you there!!

Caneuon Sioe Gerdd o bob cyfnod.

Helo gyfaill, ni yw'r 'Bedwaredd Wal', criw o fyfyrwyr ail flwyddyn o Academi Llais a Chelyfyddiau Dramatic Cymru. Fyddwn un cyflwyno noson Cabaret yn llawn caneuon sioe gerdd, yn gynnwys gwaith o'r Oes Aur, cyfnod cyfoes a rhai rhwng!
Edrychwn ymlaen i'ch gweld!

Written by myself and Anna. A short description of the event. We played into the aspect of our group being called 'The Fourth Wall' by addressing the reader directly in a friendly manner.

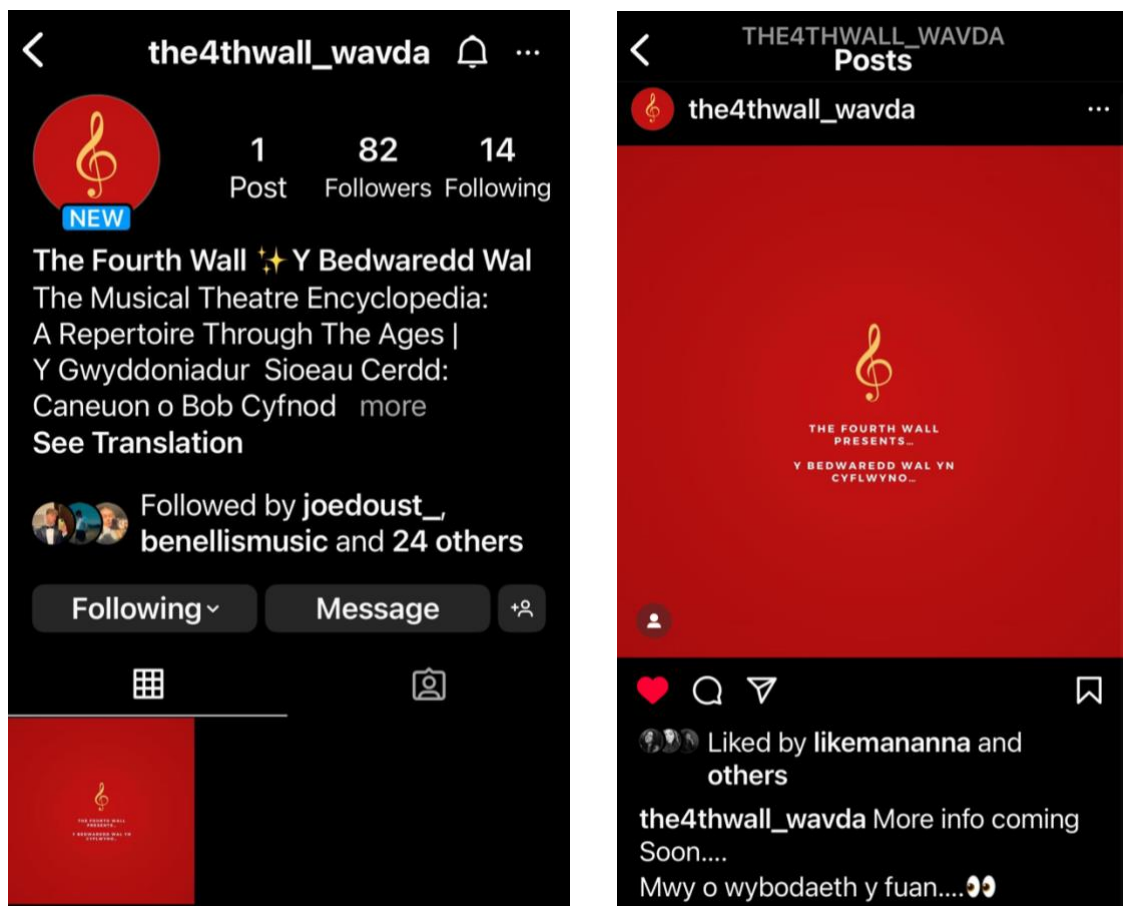
SOCIAL MEDIA MARKETING:

I have experience in managing a TikTok account for a brand, so I understand the difficulty in advertisements gaining attraction on there. I believe that the best way to gain an audience on TikTok is to play into the algorithm and keep up with trends that are ever-changing, such as songs and sounds. It would be very high maintenance for us to upkeep, and more difficult to target specific audiences than Instagram would be.

As Instagram also has the reels feature - very similar to TikTok, we wouldn't be missing out on any content possibility by focussing on Instagram. I thought this would be best to focus on and get the most content out of overall, while better focussing on our target-audience with the use of hashtags and the suggested following feature. The aspect of stories and photo posts also makes Instagram the best option to focus on, as we can get information out quickly and target many aspects of the website, we are far more likely to gain views on a story post or a reel than a photo that could get hidden amongst someone's feed. Also, there is interactive potential on stories, with the use of polls and questions can be sent to us. Posts can also be easily shared by other viewers and accounts by their stories and/or accounts to expand our reach even more.

Our account currently holds the theme well, it is simplistic, clearly designed and bilingual.

Our Instagram page and first post:

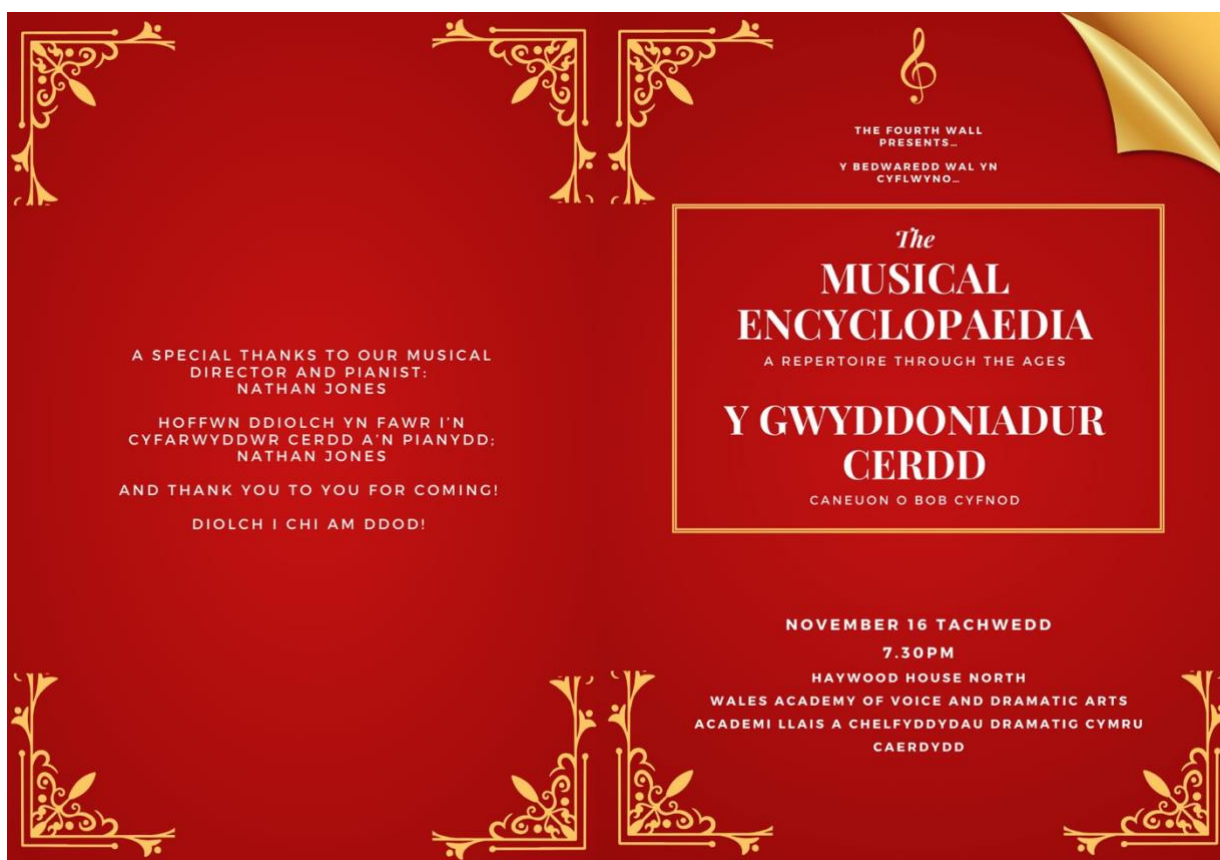


We realise it is important to post regularly to maintain engagement and momentum over the interest of our posts and the event. This has been a little bit harder to do in terms of meeting up to create good content to post and advertise, however we have planned what our next posts will be: Individual 'Meet the Cast' posts, with short Q&As written by us, provided by Elise. Teaser reel videos of our ensemble numbers, recorded by Anna and Lauren. Photos from rehearsals, taken by each of us. All these posts will have ticket links, so to keep the advertisement clear and easy to access.

The Programme:

As part of the design team, I was eager to help in designing and creating our programme. I felt that I thoroughly understood the theme and design so far, so we met up as a group to discuss and combine ideas.

Here is the final result:



COMPANY - MORNING HYMN + MARIA

LILY IRELAND - A LITTLE BIT IN LOVE

TYRION PRICE - SOMEONE TO WATCH OVER ME

—

NIAMH MOLLY - THERE ARE WORSE THINGS I COULD DO

AIMEE CLARK - SOMEWHERE THAT'S GREEN

ANNA LIKEMAN - A NEW LIFE

—

COMPANY - WAITRESS FINALE

GLAIN LLWYD - Y DRWG DDAW O HYD

LAUREN GRIFFITHS - I'D RATHER BE ME

ELISE TURNER - MONSTER

ELA VAUGHAN - TO MY ANGELS

COMPANY - OUT OF THE DARKNESS



ELA VAUGHAN

ELA IS 19 YEAR OLD FLUENT WELSH SPEAKER FROM BANGOR, NORTH WALES. SHE IS CURRENTLY STUDYING BA THEATR GERDDOROL, AND HOPES TO STUDY A MASTERS DEGREE IN MUSICAL THEATRE NEXT YEAR. SHE HAS CHOSEN TO SING 'TO MY ANGELS' FROM THE BRAND NEW MUSICAL 'SUPER YOU'. THIS BALLAD CONTAINS A RANGE OF GENRES, INCLUDING GOSPEL AND POP, AND SHOWCASES VERSATILITY.

MAE ELA YN SIARAD CYMRAEG YN RHUGL, AC YN DOD O FANGOR, GOGLEDD CYMRU. MAE HI'N ASTUDIO BA THEATR GERDDOROL, AC YN GOBEITHIO ASTUDIO GRADD MEISTR FLWYDDYN NESAF. MAE HI WEDI DEWIS CANU 'TO MY ANGELS' O'R SIOE GERDD NEWYDD SBON 'SUPER YOU'. MAE'R GÂN EMOSIYNOL YMA'N CYNNWYS AMRYW O WAHANOL ARDDULLIAU GAN CYNNWYS GOSPEL A POP, AC YN ARDDANGOS HYBLYGRWYDD.



NIAMH MOLLY

NIAMH IS A 2ND YEAR BA MUSICAL THEATRE STUDENT. HER CHOSEN SONG IS 'THERE ARE WORSE THINGS I COULD DO' FROM THE MUSICAL 'GREECE'. NIAMH HAS CHOSEN TO SING THIS SONG AS IT PASSIONATELY EXPRESSES VULNERABILITY AND THE DESIRE FOR SELF - ACCEPTANCE. SHE BELIEVES IT HAS A GREAT STORY LINE OF EMOTION AND DYNAMIC IN THE MUSIC THAT MAKES THE SONG EXCITING AND EXPRESSIVE TO SING!

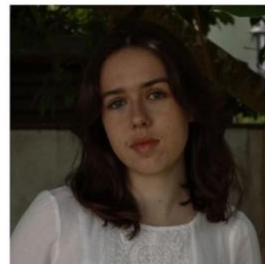
MAE NIAMH YN YR AIL FLWYDDYN AR Y CWRS BA MUSICAL THEATRE. MAE HI WEDI DEWIS PERFFORMIO 'THERE ARE WORSE THINGS I COULD DO' O GREASE OHERWYDD MAE HIN GÂN ANGERDDOL SYN ARDDANGOS CYMERIAD BREGUS SY'N CEISIO DERBYN EI HUN. MAE HIN CREDY FOD GAN Y GÂN AMRYWIAD MEWN EMOSIWN A DEINAMEG, SYN NEUD HIN GÂN CYFFROUS I BERFFORMIO!



AIMEE CLARK

AIMEE IS A 2ND YEAR BA MUSICAL THEATRE STUDENT AT WAVDA. SHE HOPES TO STUDY A MASTERS DEGREE IN MUSICAL THEATRE NEXT YEAR. HER CHOSEN SONG IS 'SOMEWHERE THAT'S GREEN' FROM THE MUSICAL LITTLE SHOP OF HORRORS. AIMEE LOVES TO SING THIS SONG BECAUSE IT REQUIRES A GREAT DEAL OF ACTING AND STORYTELLING. IT WILL DEFINITELY CONTINUE TO BE A 'GO TO' SONG IN HER REPERTOIRE!

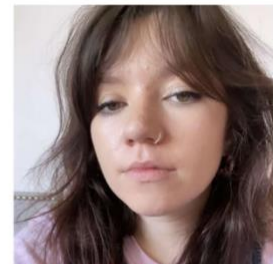
MAE AIMEE YN FYFYRIWR YN EI AIL FLWYDDYN YN WAVDA YN ASTUDIO BA MUSICAL THEATRE. MAE HI YN GOBEITHIO ASTUDIO GRADD MEISTR YN MUSICAL THEATRE BLWYDDYN NESAF. Y CAN DEWISODD HI YW 'SOMEWHERE THAT'S GREEN' O'R SIOE GERDD 'LITTLE SHOP OF HORRORS'. MAE AIMEE YN CARU CANU'R CAN YMA OHERWYDD MAE'N OFYN LLAWER IAWN O ACTIO AC ADRODD STORI. BYDD Y CAN HWN YN PARHAU I FOD YN EI 'REPETOIRE O GANEUON.



ANNA LIKEMAN

ANNA IS 19 YEARS OLD, AND A FLUENT WELSH SPEAKER FROM PEMBROKESHIRE, STUDYING BA THEATR GERDDOROL. SHE'S HOPING TO STUDY A MASTERS IN MUSICAL THEATRE AND LOOKS FORWARD TO SEEING WHERE HER TRAINING AT WAVDA WILL TAKE HER! 'A NEW LIFE' IS ONE OF LUCY'S LESSER KNOWN BALLADS IN JEKYLL AND HYDE, WHERE SHE DREAMS WHAT HER LIFE COULD BE.

MAE ANNA YN 19 MLWYDD OED. AC YN SIARADWR CYMRAEG RHUGL O SIR BENFRO, SY'N ASTUDIO BA THEATR GERDDOROL. MAE'N GOBEITHIO ASTUDIO CWRS MEISTR MEWN MUSICAL THEATRE BLWYDDYN NESAF, AC YN EDRYCH YMLAEN AT WELD LLE MAE EI HYFFORDDIANT WAVDA YN EI CHYMRDY! MI FYDD ANNA YN CANU 'A NEW LIFE' - UN O UNAWDAU LLAI ADNABYDDUS LUCY YN JEKYLL AND HYDE, CAN LLE MAE'N BREUDDWYDIO AM FYWYD GWELL.



GLAIN LLWYD

GLAIN LLWYD IS A 19 YEAR OLD FLUENT WELSH SPEAKER FROM ABERYSTWYTH, CURRENTLY STUDYING THE BA PERFFORMIO AT WAVDA IN CARDIFF. SHE'S EXCITED TO SEE WHAT THE FUTURE HOLDS FOR HER AFTER GRADUATING! TONIGHT SHE WILL BE PERFORMING DAF JAMES' TRANSLATION OF 'THE DARK I KNOW WELL' FROM THE ICONIC 2000S ROCK MUSICAL 'SPRING AWAKENING'. SHE HOPES YOU HAVE THE BEST TIME TONIGHT!

MAE GLAIN LLWYD YN SIARADWR CYMRAEG RHUGL O ABERYSTWYTH. SYDD WRTHI'N ASTUDIO Y BA PERFFORMIO YN WAVDA YNG NGAERDYDD. MAE HIN CYFFROUS I WELD LLE MAE EI CYRFA AM EI HARWAIN WEDI GRADDIO. HENO, FYDD GLAIN YN PERFFORMIO CYFEITHAD DAF JAMES O 'THE DARK I KNOW WELL' O'R SIOE GERDD EICONIC O'R 2000AU DEFFRO'R GWANWYN. MAE HIN GOBEITHIO FYDDWCH YN MWYNHAU HENO!

**LILY IRELAND**

LILY IS A 2ND YEAR BA MUSICAL THEATRE STUDENT AT WYVDA. SHE HAS A CHOSEN TO SING 'A LITTLE BIT IN LOVE' FROM THE MUSICAL 'WONDERFUL TOWN' BY LEONARD BERNSTEIN FROM THE GOLDEN-AGE ERA. IT'S MORE OF AN OBSCURE MUSICAL THEATRE SONG SO IT IS A GREAT COMPLIMENT TO HER REPERTOIRE AND SHE'S REALLY ENJOYED EXPLORING A STYLE OF VOICE AND GENRE THAT SHE IS LESS FAMILIAR WITH. LILY HOPES YOU LOVE IT TOO!

MAE LILY YN FYFYRWRAIG AIL FLWYDDYN BA MUSICAL THEATRE YN WYVDA. MAE WEDI DEWIS CANU 'A LITTLE BIT IN LOVE' O'R SIOE GERDD 'WONDERFUL TOWN' GAN LEONARD BERNSTEIN. NID YW'R GAN YN HYNOD O ADNABYDDUS. FELLY MAE'N GWEDDU I'W RHAGLEN YN DDA. MAE HI WEDI MWYNHAU ARCHWILIO ARDDULL LLEISIOL A 'GENRE' NAD YW'N HYNOD O GYFARWYDD OHONO. GOBEITHIA LILY EICH BOD CHI'N EI CARU HEFYD!

**TYRION PRICE**

TYRION IS A 2ND YEAR BA MUSICAL THEATRE STUDENT. SHE CHOSE TO PERFORM 'SOMEONE TO WATCH OVER ME' FROM THE SHOW 'CRAZY FOR YOU'. SHE HAS CHOSEN THIS SONG AS IT SHOWS RANGE AND TECHNICALITY. IT ALSO ALLOWS THE VOCALIST TO LEAD WHICH IS RARE AND A GOOD CHALLENGE TO UNDERTAKE AND IS OPEN TO VOCAL INTERPRETATION.

MAE TYRION YN FYFYRIWR YN YR AIL FLWYDDYN AR Y CWRS BA MUSICAL THEATRE. MAE HI WEDI PENDEFYNU PERFFOMIO 'SOMEONE TO WATCH OVER ME' O 'CRAZY FOR YOU' OHERWYDD MAE'N DANGOS AMRYWIAD LLEISIOL A GALLU TECHNIGOL. MAE'R GÂN HEFYD YN RHOIR CYFLE I'R CANTOR ARWAIN Y GÂN. SY'N ANGYFFREDIN AC YN SIALENS DDIDDOROL.

**LAUREN GRIFFITHS**

LAUREN IS A 2ND YEAR BA MUSICAL THEATRE STUDENT. SHE HAS CHOSEN TO SING THE SONG 'I'D RATHER BE ME' FROM MEAN GIRLS THE MUSICAL. THE SONG IS A FAST PACE MANTRA SONG BY THE PERSPECTIVE OF A BULLY'S VICTIM. LAUREN WANTS TO SHOW HER RANGE AND VOCAL ABILITIES WHILE PROMOTING SELF LOVE. SHE HOPES YOU ENJOY HER PERFORMANCE!

MAE LAUREN AR EI HAIL FLWYDDYN AR Y CWRS BA MUSICAL THEATRE. MAE HI WEDI DEWIS CANU 'I'D RATHER BE ME' OR SIOE GERDD 'MEAN GIRLS'. MAE HIN GÂN BYWIOG SY'N CAEL EI GANU GAN CYMERIAD A GAIFF EI BWLIO. MAE LAUREN EISIAU DANGOS EI GALLU TECHNIGOL AC EISIAU RHANNU NEGES HUNAN GARIAD Y GÂN. MAE HIN GOBIETHIO NEWCH I FWYNHAU Y PERFFORMIAD!

**ELISE TURNER**

ELISE IS A 2ND YEAR STUDENT STUDYING BA MUSICAL THEATRE. SHE CHOSE TO PERFORM MONSTER FROM FROZEN THE MUSICAL, AS SHE BELIEVES THAT IT SHOWS A COMPLETELY DIFFERENT SIDE OF A VERY WELL KNOWN CHARACTER WITH A CHANCE TO SHOW OFF VOCAL RANGE AND DYNAMIC THAT MAKES THIS CHALLENGING SONG REALLY EXCITING! SHE HOPES THAT YOU ENJOY THE PERFORMANCE!

MAE ELISE YN FYFYRWRAIG AIL FLWYDDYN BA MUSICAL THEATRE. MAE HI AM BERFFOMRIO 'MONSTER' O FROZEN. OHERWYDD MAE HIN CREDU EI FOD YN OCHOR WAHANOL I CYMERIAD ADNABYDDUS IAWN. MAE'N CYFLE HEFYD Y DDANGOS AMRYWIAD LLEISIOL A TECHNIGOL. A MAE'R DEINAMEG YN NEUD Y GÂN YN SIALENS MAWR SYN EI CHYFFROI. MAE HIN GOBEITHIO NEWCH CHI FWYNHAU EI PHERFFORMIAD!

Our programme clearly provides information on the event; the running order and cast information. It provides a clear design theme and makes our production cohesive and professional-looking. We have individual professional headshots also that contribute to the cohesion and standard. We wanted to ensure that we emphasise our choices of song within the programme, to inhabit our idea of a 'repertoire through the ages' and a 'musical encyclopaedia'. We did this in hopes to inspire students and prospective students with our choices of songs that they could add to and expand their own repertoires. We did this by clearly stating the running order and song titles, and also including short biographies that promote our choice of song.

Elise provided us with a demo programme so to ensure that the layout was correct, regarding double-sided and folded pages.

I made sure to include the rehearsal images of us working with Nathan to the programme also, to recognise the work that had gone into this production and to give the audience a behind-the-scenes idea!

I personally took on responsibility of the design aspects of this task, which included creating the poster, logo and the programme. These designs then followed through to create a cohesive and recognisable look for our production. I feel that I was very successful in my contribution as the designs fit our overall 'through the ages' and 'encyclopaedia' themes nicely and gives an expensive and professional vibe.