



## The Business of Theatrical Design, Second Edition (Paperback)

By James Moody

Skyhorse Publishing, United States, 2013. Paperback. Condition: New. 2nd ed.. Language: English . This book usually ship within 10-15 business days and we will endeavor to dispatch orders quicker than this where possible. Brand New Book. Written by a leading design consultant and carefully updated with the latest information on the industry, this is the essential guide to earning a living, marketing skills, furthering a design career, and operating a business. With more than thirty years of backstage and behind-the-scenes experience in theater, film, television, concerts, and special events, James L. Moody shares his success secrets for the benefit of design students and working designers. Topics include: targeted marketing to the technical theater artists; targeted promotion to theater media, schools, and associations; co-op available; finding and landing dream assignments; negotiating fees; setting up ideal working spaces; building the perfect staff; choosing the right insurance; overcoming fears of accounting and record-keeping; joining the right unions and professional organizations; and much more. Providing the keys for passionate, talented designers to become successful businesspeople, The Business of Theatrical Design is a must-read for novices and established professionals alike.



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