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# The Business Of Theatrical Design, Second Edition



## Synopsis

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 Moody shares his success secrets for the benefit of design students and working designers. Topics include:• Finding and landing dream assignmentsNegotiating feesSetting up ideal working spacesBuilding the perfect staffOvercoming fears of accounting and record-keepingChoosing the right insuranceJoining the right unions and professional organizationsAnd more• In addition to revealing how to get the great design jobs in traditional entertainment venues, the author shows designers how to think outside the box and seize creative, lucrative opportunities—such as those in theme parks, in concert halls, and with architectural firms. 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.

## Book Information

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## Customer Reviews

James L. Moody, considered one of the founders of lighting design, is the head of the Technical Theatre program and technical director and lighting designer for the Theatre Academy at Los Angeles City College. He has designed lighting for over 350 theatrical productions, most recently *Doubt* at the Kansas City Repertory Theatre Company. He has received numerous

theatrical design awards including the Drama Logue Award, a Los Angeles Theatre Critics Award, and the Distinguished Achievement Award in Lighting Design from the United States Institute for Theatre Technology. Moody's other distinctions include two Emmy Award nominations for his television work. In addition to *The Business of Theatrical Design* he is the author of *Concert Lighting; Techniques, Art, and Business*, now in its third edition. He lives in Los Angeles, CA.

The book is dated with how he talks of technology and having a website. Also it would be nice if he included more information for areas of theatrical design other than lighting. If he does update the book I would recommend interviewing designers from the other areas of design, or change the title to "The Business of Theatrical Lighting Design".

Great book with valuable information about the industry of theatrical design. Information comes from a first hand perspective and can help to plan a career.

Many times designers in theatre don't have the slightest clue as to what to expect when you try to make your way into the design world of theatre. Here they give you a crash course on how to navigate the business. I use this all the time when I need advice in my line of career.

Great reference book. It covers some really good material.

Useful book

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