

ENTERTAINMENT SHOW PRODUCTION PROFESSIONAL DEVELOPMENT STUDY

The Entertainment Show Production Professional Development Study (PDS) offers students majoring in performing arts, theater or show production an opportunity to explore how the *Walt Disney World*® Resort develops, implements, and maintains their productions. Specific topics include Business Planning & Creative Investigation, Concept Development, Show Development, Production & Opening, and Operations. This course meets once per week for two to three hours in length.

1. Introduction to Entertainment Show Production PDS

The first class in this series will set the stage for the Professional Development Studies process. This session will provide the opportunity to:

- Receive an overview of the Professional Development Study Program
- Gain insight into guidelines for a successful independent study
- Explore opportunities to network effectively with presenters
- Review tips on how to participate fully in each session
- Discover helpful tools and resources

2. Show Business: *Entertainment Introductions/Business Planning and Creative Investigation*

Begin to explore the world of Walt Disney Entertainment at the *Walt Disney World* Resort. You will learn “the language of Entertainment,” explore the key roles within our Entertainment team, and begin to investigate the phases of the Entertainment Project Life Cycle. In this session participants will;

- Develop an understanding of commonly used entertainment terminology
- Identify key entertainment roles and the responsibilities associated with each
- Receive an introduction to the Entertainment Project Life Cycle
- Discover how roles and responsibilities relate to a project life cycle
- Gain an overview of *Walt Disney World* Resort Entertainment department

3. Developing the Dream: *Concept Development*

Every Entertainment experience starts with an idea. This session will explore the concept development phase of the Entertainment Project Life Cycle, including the tools used, the importance of a creative development timeline, and the associated financial criteria. The objectives of this session include:

- Gain an understanding of the Creative Development process
- Explore the tools used in this process including storyboards, pencil sketches, and schematic design
- Understand the importance of the Creative Development timeline and how it is generated
- Develop an understanding of the financial criteria of show development

4. Measure Twice, Cut Once: *Show Development*

Once an idea is on its way to becoming reality, the show development phase begins. In this session, you will have an opportunity to meet and interact with award-winning directors and designers as you learn about what takes place during this critical step in the Entertainment Project Life Cycle. Through this class, we will:

- Explore the Show Development phase of the design/creative process
- Understand the collaboration process between entertainment roles
- Validate the importance of teamwork throughout the Show Development phase
- Have an opportunity to meet and interact with award-winning directors and designer

5. Opening the Show: On-site Walk Through

Take a field trip to experience the backstage side of Entertainment Operations at the *Walt Disney World*[®] Resort as you explore the transition from the design phase to the reality of daily operations. Participants in this session will:

- a. Experience a WDE Operation from the backstage perspective
- b. Explore the need for and reality of show contingency plans
- c. Explore the transition from production team to daily operations team
- d. Identify key steps and outcomes of this process

6. On with the Show: *Operations*

From idea to reality! This session will guide participants to an understanding of the last steps of the design process prior to opening. Key concepts discussed include the use and contents of a production book, operating parameters, casting, and the evolution of script and music. This session offers the opportunity to:

- a. Explore the Production and Review/Opening Phase of the Entertainment Life Cycle
- b. Understand operating parameters
- c. Gain an awareness of production responsibilities and the use of a production book
- d. Explore the evolution from preliminary rough script, music demos/scratch tracks, and design to completion
- e. Discover how directors plan to use cast and make casting selections

7. All Good Things Come to an End: *Final Decision Phase*

Every show reaches a point where the decision must be made to close it or to continue its operation. This session will explore some of the factors considered in that decision process and will review the Entertainment Project Life Cycle. As a concluding activity, everyone will have the opportunity to see the culmination of our learnings brought to life in a live performance.

- a. Explore the close/continue decision making process
- b. Review the WDE Project Life Cycle
- c. Experience and review a live performance

8. Entertainment Show Production PDS Conclusion

As the concluding class in our series, this session will provide students an opportunity to:

- a. Debrief on the overall PDS experience
- b. Review tips on how to include the PDS experience on a résumé
- c. Learn ways to discuss the PDS experience in interviews
- d. Explore how to submit an independent study to a professor

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