RECITAL AND CONCERT PROGRAMS
Video Presentation Script

Video #1: Overview

Goal: Creating professional programs—in a consistent design—that are easy to assemble.
Adobe InDesign is a layout and design program.
InDesign offers advantages such as embedded styles and text flow (threading).
Microsoft Word is designed for processing text: it's unsuitable, even frustrating, for layout.

The graphic style reflects:
TXST brand.
Simplicity of current marketing standards (light and not overly formatted).
Program formats commonly used today.

Things You Will Need:
Adobe Creative Cloud (https://doit.txst.edu/services/adobecreativecloud)
Palatino Linotype font—installed on most computers
A separate text document for each element in the program (see below)
The appropriate InDesign Template
    A template is just a form for text.

Template locations:
School of Music website under Resources>General Resources>Forms &
    Templates>Recital/Concert Programs (link on the right)
Music Faculty & Staff Team Site>Recital & Concert Programs

Faculty Artist Recital Template
Guest Artists Recital Template
Student Artist Recital Template

Student Ensemble Recital Template

Timeline:
Submit your InDesign program to the School of Music office no more than two weeks before
    your recital date.
The School of Music will edit, send for final review, and print (paper and digital).
Email the file to Dr. Todd Sullivan (Todd.Sullivan@txstate.edu).

Video #2: InDesign Templates

Program Elements
Cover
➢ Who, what, where, when

➢ Your degree and the requirement fulfilled (e.g., Junior Recital for the Bachelor of Music in Music Studies degree, Senior Recital for the Bachelor of Music in Performance degree, graduate recital for Master of Music degree)
➢ School of Music logo (front), TXST NEXT and TSUS (back)

Program Page
Program Notes
Program Elements
Texts and Translations
➢ Decide whether these will be included with each program notes or grouped at the end of the program notes
Artist Profiles
➢ Professional performer biographies, no academic titles, third person
Acknowledgements
➢ Don't forget to thank your studio faculty and collaborative pianists!

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Video #3: Preparing Materials

Draft your texts in Word.
Separate documents for each program element.
Insert all aspects of typography, including special characters, into the draft document.

Style Manuals
Holoman, D. Kern. *Writing about Music: A Style Sheet*, 3rd ed. Oakland: University of California Press, 2014.
Turabian, Kate L. et al. *A Manual for Writers of Research Papers, Theses, and Dissertations*, 9th ed. Chicago: University of Chicago Press, 2018.
Proofread for spelling and grammar!

Length of program notes
Different factors involved

Texts and Translations
Reading translations, not word-for-word.
Check copyright!
Make your own translations, if possible.
No tab alignment.
Consider different methods of presentation.

Do's and Don'ts
Do use type sizes programmed in templates—Don't change template styles

Do use italics—Don't use bold or special text effects
Do use tasteful designs—Don't scream through the formatting
Do use tabs for formatting text—Don't use extra spaces for formatting text
Do use single spaces throughout—Don't double-space between sentences
Do open and close text boxes (push & pull)—Don't fill space with unnecessary hard returns

Video #4: Assembling Your Program

Important Functions:
Inserting copy
Flow text ("threading")
Managing text boxes
Adding pages/linking text boxes
Deleting unneeded pages

Tools and Panels
Tools (left side)
Selection
Direct Selection
Type
Panels (right side)

Keyboard shortcuts
Select All (Windows: Control + A / Mac: Command + A)
Copy (Windows: Control + C / Mac: Command + C)
Find/Replace (Windows: Control + F / Mac: Command + F)
Paste (Windows: Control + V / Mac: Command + V)
Undo (Windows: Control + Z / Mac: Command + Z)
Zoom (Windows: Control + + or Control + - / Mac: Command + + or Command + -)

Let's try building an actual program.
Michelle DeYoung recital

Final Thoughts
InDesign will streamline the program design process so that you can focus on your recital or
    concert.
Have a wonderful performance!

Thank you!