



The Business of Theatrical Design, Second Edition

James Moody

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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 assignments
- Negotiating fees
- Setting up ideal working spaces
- Building the perfect staff
- Overcoming fears of accounting and record-keeping
- Choosing the right insurance
- Joining the right unions and professional organizations
- And 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.

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