

VISIBILITY PROJECT FOR THEATRES

Supervisor: Itır Erhart - Fisun Eşki

Group Members:

Dila Karadoğan

Neslihan Günindi

Zeynep Sude Özarutan

Bahar Sahap

MED 404.02 | SPRING 2024 - 2025

THEME & MAIN IDEA

The role of independent theatres in preserving cultural diversity.

Transforming alternative voices into the stage and distributing social dialogues.

Visibility problem of independent theaters.

Insufficient media coverage, financial constraints and spatial problems.

Impact of local arts policies.

Support strategies or lack thereof of municipalities and government institutions.

Opportunities and threats of digitalization

Social media, digital theater, online visibility and access opportunities.

AIMS & OBJECTIVES

Increasing the public awareness of independent theatres

Raising awareness through visual campaigns and social media strategies.

Proposing sustainable support models for independent theatres

Ways to find sponsors, crowdfunding and access cultural funds.

Mapping and documenting alternative theatre companies

Which types of productions exist in which cities, with what difficulties?

Mapping theatres

Where, who is there, what are they doing? The first step to visibility is to document.

Developing a network and solidarity platform for artists and audiences

Workshops, festivals, joint projects and interaction areas.

ROLES & RESPONSIBILITIES OF GROUP MEMBERS

Communicating with Theaters

Starting meetings, determining appointments and needs.

Conducting the Shooting Process

Taking visual and audio recordings professionally in the field.

Editing According to Requests and Demands

Editing videos in accordance with the preferences and directions of theaters.

Revising According to Feedback

Updating content according to comments received from teachers and theater teams.

Delivering Final Videos to Theaters

Sharing prepared content on time and completely.

THE RESEARCH PHASE

SOURCES

Academic Publications & Articles

Research on cultural studies, performance theory, independent art practices.

Theater Interviews & Field Observations

Interviews with theater workers, backstage observations and experience sharing.

Digital Media & Social Platforms

Theater social media accounts, YouTube videos and audience comments.

NARRATIVE FORMAT STORYTELLING STYLE

Short and Effective Reels Videos

Eye-catching, prominent scenes with dynamic content of 30–60 seconds.

Long YouTube Videos

Characteristic story-style videos that tell the story of theaters.

Narrator-Focused Storytelling

The experiences and motivations of theater workers in their own voices.

Balance of Visual and Emotional Narration

Scenes that connect with the audience through backstage, rehearsals and performances.

SELF ASSESSMENT & REFLECTION

We experienced the difficulties of doing fieldwork

Communicating with real theaters requires sensitivity in meeting expectations.

We had the opportunity to develop our technical skills

We gained practice in shooting, editing and digital content production.

Communication and coordination within the team were important

Task sharing and time management within the group were part of the learning process.

We better understood the value of independent theaters

Making the invisible visible is not only a technical but also an ethical responsibility.

MED 404.02 | 2024 - 2025 Spring

THANK YOU