### SCSBOA VISUAL EFFECT

**VISUAL EFFECT** is the utilization of all elements to bring about greatest effectiveness of the visual presentation. The ensemble's presentation should generate a reaction to the expression of EMOTIONAL, INTELLECTUAL and AESTHETIC (EIA) efforts. Credit the creativity and imagination of the program concept and depth and pacing of the visual design. Consider the coordination of all elements as they visually interpret the musical presentation. Understand that we evaluate what is being performed at the same time we are evaluating how it is being performed. The evaluation of the construction and content of a program, with evaluation of the demonstrated performance level is what determines the degree of achievement. It is impossible to properly evaluate one of these elements without considering the other.

#### CRITERIA REFERENCE  (Vertical highlight range below)

**Repertoire Effectiveness** – What the effect program displays

<table>
<thead>
<tr>
<th>Box 1</th>
<th>Seldom</th>
<th>Box 2</th>
<th>Occasionally</th>
<th>Box 3</th>
<th>Usually</th>
<th>Box 4</th>
<th>Frequently</th>
<th>Box 5</th>
<th>Consistently</th>
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</thead>
</table>

- Creativity/Imagination of the Program Concept
- Coordination/Staging/Focus
- Interpretation and Enhancement of the Music
- Continuity and Pacing
- Appropriate Use of Movement/Form/Color

**Performance Effectiveness** – How the individual/ensemble is displayed


- Communication of Visual Intent
- Artistry/Visual Musicality
- Visual Excellence (Effect)
- Attention to Detail/Professionalism

#### SCORE SHEET

**REPERTOIRE - “What”**

<table>
<thead>
<tr>
<th>Circle both Box &amp; Numbers</th>
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<tbody>
<tr>
<td>Box 5</td>
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<tr>
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</tr>
<tr>
<td>Box 3</td>
<td>50 - 74</td>
</tr>
<tr>
<td>Box 2</td>
<td>30 - 49</td>
</tr>
<tr>
<td>Box 1</td>
<td>0 - 29</td>
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</tbody>
</table>

**PERFORMANCE EFFECTIVENESS - “How”**

<table>
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<td>0 - 29</td>
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</tbody>
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**Written Comments:**

Additional Comments:

**Total Points**

(200 possible)

**Score (1-100)**

(Visual Effect is 20% of the final score)

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Adjudicator ____________________________________________
### SCSBOA VISUAL EFFECT CRITERIA REFERENCE

#### BOX 1

**Artistry/Visual Musicality**
- The Coordinated efforts and effects of the Visual Program are underdeveloped and lack creativity and imagination.

**Coordination/Staging/focus**
- Utilization of space and the placement of individuals do not support visual impact of the musical intent.

**Interpretation/ Enhancement of the Music**
- The Visual Program fails to interpret the basic tenets of the musical program and lacks perceptible visual quality.

**Continuity and Pacing**
- Very little understanding of timing, flow and impact of the visual program is present.

**Use of Movement/Form/Color**
- Visual textures are not being utilized to enhance the musical content.

#### BOX 2

**Creativity/Imagination of the Program Concept**
- The Coordinated efforts and effects of the Visual Program demonstrate some creativity and imagination.

**Coordination/Staging/Focus**
- Utilization of space on the field is not allowing for maximum impact of the visual program.

**Interpretation/ Enhancement of the Music**
- The Visual Program does not always interpret the musical program effectively, is somewhat undefined and at times is displayed with a below average level of success.

**Continuity and Pacing**
- Few attempts are made to connect the visual effects to provide an audience response.

**Use of Movement/Form/Color**
- The visual program does not take advantage of the many visual colors and textures available to portray the musical content.

#### BOX 3

**Creativity/Imagination of the Program Concept**
- The Coordinated efforts and effects of the Visual Program demonstrate moderate creativity and imagination.

**Coordination/Staging/Focus**
- Visual focus and impact of all elements demonstrate adequate efforts to communicate the visual intent.

**Interpretation/ Enhancement of the Music**
- The Visual Program’s effort to present the meaning and mood of the musical program is of average consistency and moderately enhances the music and the entire program.

**Continuity and Pacing**
- Regular attempts to provide visual connection between visual effects are present, yet not consistent.

**Use of Movement/Form/Color**
- The program demonstrates appropriate use of visual textures to communicate the musical content.

#### BOX 4

**Creativity/Imagination of the Program Concept**
- The Coordinated efforts and effects of the Visual Program provide effective creativity and imagination.

**Coordination/Staging/Focus**
- Visual focus and impact of all elements are consistent and communicate the musical intent.

**Interpretation/ Enhancement of the Music**
- The Visual Program frequently displays effective interpretation of the musical program presented and frequently enhances the music and the entire program.

**Continuity and Pacing**
- The consistent evolution of visual effects through time is aesthetically pleasing.

**Use of Movement/Form/Color**
- The program consistently demonstrates a connection between the musical content and the visual textures.

### PERFORMANCE EFFECTIVENESS

#### BOX 1

**Communication of Visual Intent**
- The performance fails to acknowledge the individual responsibilities for emotional, aesthetic, and intellectual levels of communication.

**Artistry/Visual Musicality**
- Performers demonstrate a lack of understanding as it relates to movement, control, pace and nuance.

**Visual Excellence (Effect)**
- Performers fail to demonstrate an emotional and intellectual visual program that enhances the musical intent.

**Detail/Professionalism**
- There is a lack of experience and/or understanding which leads to substandard attention to detail and professionalism.

#### BOX 2

**Communication of Visual Intent**
- The performance shows some knowledge of visual responsibilities and presents some emotional, aesthetic, and intellectual levels of communication with the audience.

**Artistry/Visual Musicality**
- Performers demonstrate some knowledge of movement, control, pace, and nuance training that impact the performance.

**Visual Excellence (Effect)**
- There are few attempts to demonstrate an emotional and intellectual visual program that enhances the musical intent.

#### BOX 3

**Communication of Visual Intent**
- The performance displays a generally effective understanding of visual responsibilities and presents emotional, aesthetic, and intellectual levels of communication with the audience.

**Artistry/Visual Musicality**
- Performers demonstrate a working knowledge of movement, control, pace, and nuance that impact the performance.

**Visual Excellence (Effect)**
- There are consistent attempts to demonstrate an emotional and intellectual visual program that enhances the musical intent.

#### BOX 4

**Communication of Visual Intent**
- The performance demonstrates a variety of emotional, aesthetic, and intellectual levels of communication with the audience.

**Artistry/Visual Musicality**
- Performers demonstrate a high level of movement, control, pace, and nuance that impact the performance.

**Visual Excellence (Effect)**
- A high level of emotional and intellectual material enhances the musical intent.

#### BOX 5

**Communication of Visual Intent**
- The performance maintains a visual connection with the audience through emotional, aesthetic, and intellectual levels of communication.

**Artistry/Visual Musicality**
- Performers demonstrate extraordinary understanding of movement, control, pace, and nuance that impact the entire presentation.

**Visual Excellence (Effect)**
- The strategically placed use of emotional and intellectual material enhances the musical intent.

**Detail/Professionalism**
- There is consistent professionalism and extremely thorough attention to detail by both individuals and the ensemble as a whole.