

VISUAL COMMUNICATION CATEGORY

Studies have demonstrated that the majority of communication is processed and received through visual elements; for this reason, the ability of performers to visually express the emotion, story, and message of a song is a significant part of successful connection with an audience. Ideally, visual communication enhances and supports the music authentically and naturally, so that these elements are intertwined and inseparable to create a total entertainment experience. With effective visual communication, the performer is able to enhance what the listener hears by reinforcing it with what the viewer sees.

The visual communication judge's assessment considers how artistic and believable the visual demonstration of the song appears.

Although multiple visual elements can contribute to successful audience connection, they are inseparable and blend together to create an artistically satisfying experience. For this reason, the visual communication judge's assessment is done in a holistic and global fashion.

The visual communication judge rewards a performance wherein:

- Reasonable proficiency in the basics of good vocal production has been achieved so that a proper foundation for audience connection is present.
 - The execution of the visual plan is successful in communicating the message of the song so that the result is an artistic, believable visual presentation.
- Characterization, physical expression, energy, body alignment, stage presence, unity, and audience connection are all elements that contribute to visual communication. A true connection with an audience is made when the visual plan enhances all aspects of the performance and the singer is able to perform beyond the plan.
- The performer has made creative and appropriate choices in designing a visual plan that will enhance and support the communication of the songs. To this end, various stagecraft tools are available such as choreography / staging, costume, props, makeup and hairstyle. An effective performance will include not only planning in this regard but also successfully bringing the visual plan to the stage.

Visual Communication - What is expected now?
Chorus Chaos 2- The Sequel June 14,2024
Natalie Allen

VISUAL COMMUNICATION JUDGE'S CHORUS OBSERVATIONS
FROM CONTEST 2024

JUDGING CRITERIA

PERFORMANCE (0-100 points)

Vocal Skills - Overall, Lots of good stuff going on here!

Energy / Characterization / Physical expression / Unity - continuing education in full ensemble commitment to story telling versus technique will help most groups raise overall levels.

Body alignment -Some Issues-See note

Musicality - Evident in higher scoring groups

Stagecraft - Well done overall

PERFORMANCE EVALUATION

- Wow! What a wonderful Contest! Lots of talent in this region

- Based on participants in this contest, I would recommend continued education in the following areas:

1. Musicality Defining what it is and how to achieve it.
2. - Storytelling- stressing how to do it and how it impacts audience Connection
3. Body Alignment - Teaching the lower scoring groups importance of this in all areas.
4. Physical Expression - Encourage more of this for lower scoring groups. Higher scoring levels understand this.

"It has been a wonderful experience Judging in Region 4! Thank you!!"

Diane Porsch