



EFFECT: VISUAL

Judges **MUST** understand that Achievement is the end result of what the performers are given and how well they fulfill and communicate those responsibilities.

WHAT + HOW = ACHIEVEMENT. Therefore, the EFFECT: Visual judge must understand that the evaluation of content of the program, in combination with performance level, is what determines the degree of achievement. It is impossible to properly evaluate one of these elements without considering the other.

Effectiveness of Content - The use of all Visual Elements over time.

SUB-CAPTION DESCRIPTION	TO WHAT DEGREE DID THE MUSICAL DESIGN DEMONSTRATE:	POINT VALUE 100 SCORE:
The Visual Journey	The successful creative blend of form/body/equipment choices that creates, engages, and entertains throughout the program.	
Creativity	The originality, uniqueness and imagination infused through form, body, and equipment.	
Visual Musicality	The artistic interaction of visual elements that elevates the program, engages the audience, and heightens effect.	
Range and Variety of Effects	The varied display of effective program choices over time via pacing and continuity, and in isolation via planned events and punctuation.	
Audio/Visual Coordination	The display of effective planning to enhance engagement and entertainment throughout the entire program.	

BOX 5	BOX 4	BOX 3	BOX 2	BOX 1
100—91	90—76	75—61	60—46	45—1
SUPERIOR	EXCELLENT	GOOD	FAIR	POOR

96	91	83	76	68	61	54	46
192	182	166	152	136	122	106	82

Expression - The expressive qualities presented by the performers.

SUB-CAPTION DESCRIPTION	TO WHAT DEGREE DID THE PERFORMERS DEMONSTRATE:	POINT VALUE 100 SCORE:
Commitment	The performer's commitment to their role, identity, style, emotion and mood of the moment.	
Communication	The creation of an emotional connection that engages and entertains the audience.	
Excellence as Effect	The ability to clearly and effectively present the visual program through technical mastery as well as clarity of intent and expression.	
Mood and Emotion	Effective evocation of a breadth and depth of feelings, moods, and emotions	
Expressive Range	The breadth and depth of the ensemble's communication of mood, style, and emotion.	

JUDGE: _____

TOTAL SCORE 200

SCORE:

California State Band Championships

EFFECT: Visual

The Effect: Visual Caption will evaluate the effectiveness of the visual portion of the presentation.

Where significant, the evaluation will include audio-visual coordination and interaction.

Content Effectiveness

The Visual Journey is presented in fully developed with few to no gaps in visual effect. The visual design offers a high level of creativity, variety , and visual musicality that engages and entertains throughout. Pacing, staging and coordination synergize to generate consistent high levels of visual effect.	The Visual Journey shows growth but not full development. The visual design offers significant creativity, variety and visual musicality that often engages and entertains though occasional lapses may occur. Pacing, staging and coordination combine to generate generally strong levels of visual effect.	The Visual Journey is evident but longer segments may remain unclear. The visual design offers a moderate level of creativity and visual musicality that engages and entertains with segments of lesser effect present. Pacing, staging and coordination combine to produce moderate, although inconsistent, levels of effect.	The Visual Journey is unclear. The visual design achieves inconsistent engagement and entertainment with only moments of higher interest. Pacing, variety, staging and coordination are limited throughout, and visual effect occurs only occasionally.	The Visual Journey is absent. The visual design lacks audience engagement throughout. Pacing, creativity, staging and coordination are either absent or inappropriate to this group of performers.
BOX 5	BOX 4	BOX 3	BOX 2	BOX 1
100 - 91	90 - 76	75 - 61	60 - 46	45 - 1
SUPERIOR	EXCELLENT	GOOD	FAIR	POOR
Performers consistently express consistently high levels of commitment to the moment. Communication of mood and emotion as well as a defined expressive range are strong throughout with few, if any, lapses. The excellence delivered through the performance significantly elevates visual effect .	Performers express a generally strong commitment to the moment throughout most of the show. Communication of emotion and mood appears moderate and may have occasional lapses. The expressive range is present yet less defined. The level of excellence elevates visual effect .	Performers express a moderate commitment to the moment inconsistently during the show. Communication of emotion and mood fluctuates noticeably. The expressive range presented tends to be visible yet somewhat narrow and in need of greater clarity. The level of excellence does not elevate visual effect .	Performers express only minimal commitment to the moment. Emotion and mood tend to occur sporadically, while communication tends to be unfocused and inconsistent. Expressive range is narrow and undefined. The level of excellence generally runs counter to efforts to create visual effect .	There is no discernible effect created through the performer's display of the fundamentals of expression through visual performance.

Expression