**The New Visual Communication Category**

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What are we adjudicating?

* how performers visually express the music and story
  + body language & characterization
  + theatrical tools (choreography, costumes, props etc.)
* impact on the audience

Most effective performance is when the performer authentically communicates the music and message of the song so that the audience experiences the performance.

Category Elements

Vocal Skills

Energy

Characterization

Physical Expression

Unity

Body Alignment

Stage Presence

Audience Connection

Musicality

Creativity

Stagecraft

Hallmarks of C levels:

* “I” – individual approach
* vocal skills & stamina need development
* “average”

Hallmarks of B levels:

* “We” – unit approach/ensemble “tries”
* “good”
* technique & plan oriented/at forefront

Hallmarks of A levels:

* “You” – audience is focus
* “excellent” / “mastery”
* artistry at forefront