

PLAYTIME WITH VISUAL COMMUNICATION

Part A

Elements of Visual Communication

Setting the foundation with vocal skills, energy, unity, body alignment while focusing on *Characterization* to begin setting the stage for complete and authentic *Audience Connection*



VOCAL SKILLS

- The quality of vocal production contributes to the musical outcome
- Vocal skills are an integral part of the performer's ability to appeal to an audience.
- Foundation = Notes and words



ENERGY

A woman with long brown hair, wearing a black leather jacket, is shown in profile from the chest up. She is holding a glowing, spherical object in her hands, from which a burst of colorful confetti is emerging. The background is dark with warm, out-of-focus bokeh lights in shades of orange and yellow, suggesting a stage or performance environment.

- Energy is the life force of visual communication
- Energy adds a special shine to the visual performance
- Energy is the unseen element that transports the performance from the stage to the audience
- Energy takes the performance from routine and turns it into magic

UNITY



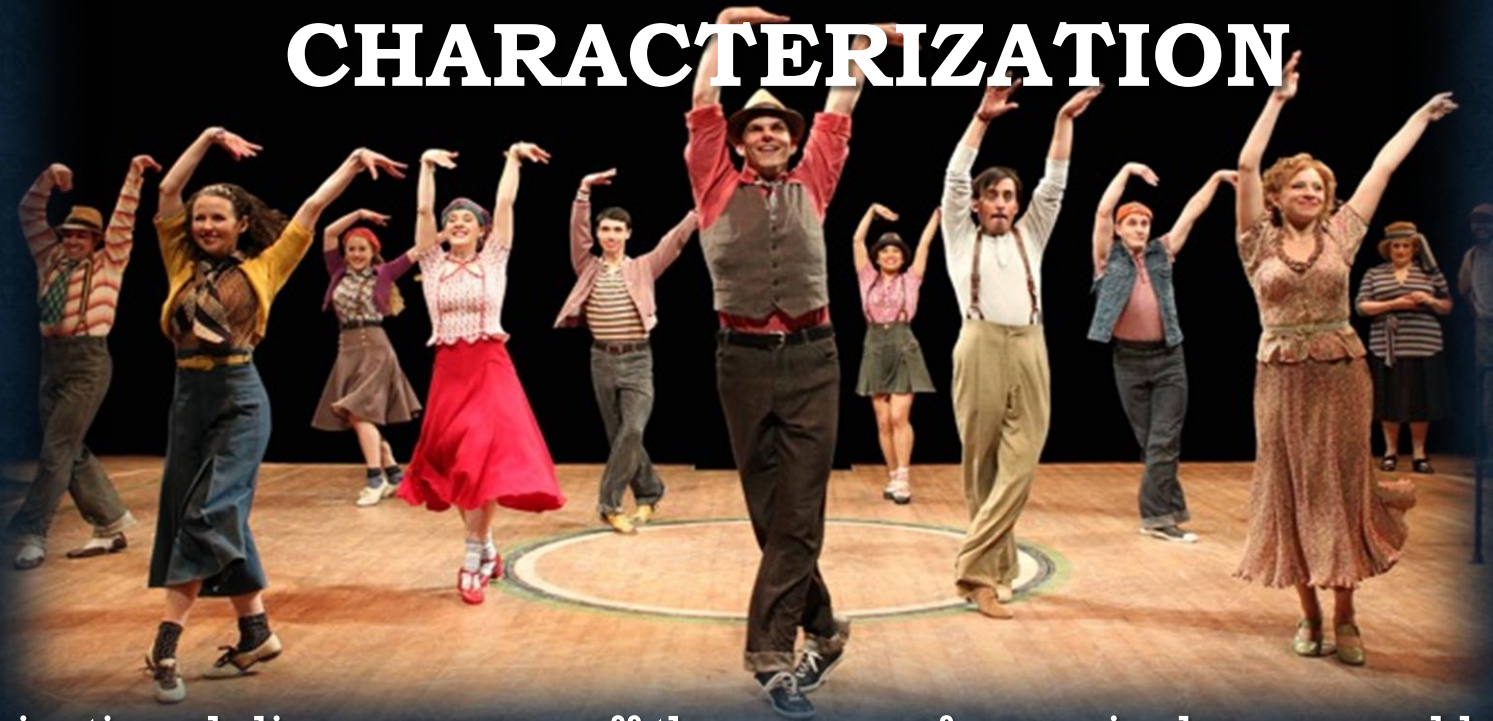
- Unity does not require that all performers appear as clones of each other
- All members are encouraged to bring their own unique selves to the stage to contribute to the overall visual picture
- Audience connection is enhanced when performers eliminate visual distractions which might take away from the main focus....visual communication of the performance.

BODY ALIGNMENT

- When the performer's physical presentation captures the audience's attention compelling them to remain engaged throughout the musical performance, this is Effective Visual Communication
- A musical performance can be greatly enhanced when our instrument is allowed to be free, grounded and energized while standing and moving
- Body alignment also contributes to the audience's impression of the performers confidence and command of the stage



CHARACTERIZATION



- Characterization delivers a song off the pages of a musical score and brings it to life
- Characterization can be achieved by each performer connecting to and personalizing the song either by adopting a “character” or by singing as themselves
- The goal of characterization is to achieve a believable and authentic performance without ever “breaking character”