



EVERYONE HAS A PROCESS...THIS IS MINE

Mr. Shannon Berkstresser

What is this presentation about?

WHAT DO YOU MEAN “...THIS IS MINE”

...AREN'T THEY ALL KINDA THE SAME?

We will focus on three key areas:

1. Planning & Preparation
2. Designing the Show
3. Effective Communication

1. Planning & Preparation



- Entering into a New Position or New Season
- Budgeting

“Spectacular achievement is always preceded
by unspectacular preparation.”

– *Robert H. Schuller*

Important New Hire or New Job Questions

- * What is the class & rehearsal schedule?
- * Are there any required staff meetings?
- * What is your budget? Salaries?
- * What kind of facilities are available to you?

- ✱ Follow your Guide/To-Do List

- ✱ Prepare Your Budget

Downloadable link to the Winterguard Budget (copy and paste in your browser):

<https://www.dropbox.com/s/9n1v1ni3tdbz8pv/>

SAMPLE%20WINTERGUARD%20BUDGET%20SHANNON.numbers?dl=0

2023 Winterguard	Budget	Actual			
Show Design					
Staging & design	0.00	0.00			
music arrangement (misc)	0.00	0.00			
Airfare	0.00	0.00			Design camp #1
		0.00			Design camp #2
		0.00			trip #3 no charge
					trip #4
Hotel (Designer)	0.00	0.00			hotel Nov
		0.00			hotel Jan
		0.00			hotel Feb
Show Design - A Guard					
Staging & design	0.00	0.00		0.00	
misc (music arrangement)	0.00	0.00		0.00	
Salaries (5 months)					
Director	0.00	0.00			
Lead Tech	0.00	0.00			
Writer #1	0.00	0.00			
Movement/Dance Technician	0.00	0.00			
Writer #2	0.00	0.00			
Support Tech					
Equipment					
Floor	0.00	0.00			
A floor	0.00	0.00			
Sets/props	0.00	0.00			
Flag fabric/sewing	0.00	0.00			
Costumes					
Costumes	0.00	0.00			# of costumes
shoes/socks/gloves	0.00	0.00			
A Guard costume	0.00	0.00			
show shirt	0.00	0.00			
show shirt	0.00	0.00			
Guard Jackets	0.00	0.00			
Guard Backpacks	0.00	0.00			
Backpack Embroidery					
Fees & Assessments					
WGI membership	0.00				
Circuit membership	0.00	0.00			
Circuit membership	0.00	0.00			

Competitions					
Circuit Shows					
Truck gas/tolls/parking		0.00			
Bus transportation		0.00			
First WGI Regional					
Entry Fee WGI	0.00	0.00			
Transportation (bus/tip/parking)	0.00	0.00			
Hotel	0.00	0.00			# rooms * # nights
Props to Regional		0.00			Ryder truck rental
Entry to finals		0.00			
Rehearsl site	0.00	0.00			# hours practicing
Bus driver tip		0.00			
Second WGI Regional					
Entry Fee WGI	0.00	0.00			
Transportation (bus/tip/parking)		0.00			
Hotel	0.00	0.00			# rooms * # nights
Props to Regional		0.00			Ryder truck rental
Backside finals seating		0.00			
Rehearsal site	0.00	0.00			# hours practicing
Bus driver tip		0.00			
WGI Dayton, OH	0.00				TOTAL APPROX /# PERFORMERS
Entry		0.00			
Airfare		0.00			
Staff fees - Flying Separate					
Luggage		0.00			
Hotel		0.00			
Transportation in Dayton		0.00			
Driver tip		0.00			
Equipment to Dayton		0.00			
Props in Dayton		0.00			
Practice site		0.00			# hours practicing & location
Finals entry		0.00			
Shuttle driver tip		0.00			
Cost - Dayton					
Dayton cost per member					
Deficit (previous year)	0.00	0.00			
Subtotal-Expenses (regular season)					
Subtotal-Expenses (incl Dayton)	0.00	0.00	0.00	0.00	

Income					
Varsity fees	0.00				
A Guard fees	0.00				
Summer camp					
Fundraising (misc)	0.00				
Misc Fees					
old flags/props					
Old show shirts					
Misc merch sold @ winter concert					
Equipment sale/rental	0.00				
Guard Closet					
F & F door	0.00				
F & F concession	0.00				
F & F merchandise					
Clnic clinic					
Credit					
Regional floor crew Regional #1					
Regional floor crew Regional #2					
Sabre rental					
Sabre rental 2nd semester					
Booster show shirts					
SnapRaise					
chaperone room Regional					
chaperone room Regional					
chaperone room Dayton					
chap airfare (Dayton)					
Misc income					
Misc income					
TOTAL INCOME	0.00	0.00			
TOTAL EXPENSE	0.00	0.00	0.00		
INCOME - EXPENSE	0.00	0.00	0.00		

2. Designing the Show

- Designing for your Particular Class
- Starting to Design the Show
- Matching Your Audio & Visual Ideas
- Putting the Show on the Floor



“Design is thinking made visual.”

– *Saul Bass*

Designing for your Particular Class

- **A CLASS**

- TWO GROUPS - 1. ENJOY THE ACTIVITY FOR WHAT IT IS 2. COMPETITIVE - WATCH NUMBERS AND ARE FOCUSED ON TECHNIQUE AND COMPETITION
- FOCUS ON GOOD PROGRAMMING & PERFORMANCE SKILLS
- STANDING OUT - CLEAR CONCEPT/PERSONALITY

- **OPEN CLASS**

- PERFORMERS SHOW HIGHER LEVEL OF TRAINING
- MULTIPLE EVENTS ARE MORE EVIDENT
- LAYERED RESPONSIBILITIES
- DEEPER REFLECTION OF SOUNDTRACK

- **WORLD CLASS**

- STANDARD SETTING
- RISK TAKERS
- CREATIVE AND ORIGINAL PROGRAMMING
- TRAINING IS AT THE HIGHEST LEVEL

JUPITER HS 2015

LINK TO WATCH VIDEO:

[https://www.dropbox.com/s/dpaoa7jzf44rnsk/
2015%20SA%20Jupiter%20HS.mp4?dl=0](https://www.dropbox.com/s/dpaoa7jzf44rnsk/2015%20SA%20Jupiter%20HS.mp4?dl=0)



Starting to Design the Show

- WHO ARE YOUR PERFORMERS?
- WHO IS YOUR STAFF AND WHAT ARE THEIR STRENGTHS/WEAKNESSES
- DO YOUR HOMEWORK - STUDY YOUR CLASS, COMPETITION, STYLES, ETC.
- MAKING THE CONCEPT OR MUSIC DECISION(S)
 - WHAT TYPE OF MUSIC ***FITS*** YOUR TEAM
 - WILL YOUR TEAM ENJOY THE MUSIC FOR 5-6 MONTHS
 - DOES MUSIC HAVE GOOD PACING - LOTS OF CONTRAST
 - DO YOU LIKE IT? STAFF LIKE IT? PERFORMERS LIKE IT?
 - USE A SOUND ENGINEER OR AUDIO EDITING PROGRAM
- PERFORMERS AND STAFF WILL FEED OFF YOUR ENERGY

Matching your Audio & Visual Ideas

COLOR & FLOOR DESIGN

- WHAT COLORS DO YOU SEE WHEN YOU THINK ABOUT THE CONCEPT AND/OR LISTEN TO THE SOUNDTRACK
- FLOOR VS COSTUME VS FLAGS/EQUIPMENT
- FLOOR - HOW DOES THE DESIGN PLAY INTO THE CONCEPT? SOLID? PATTERN? IMAGE?

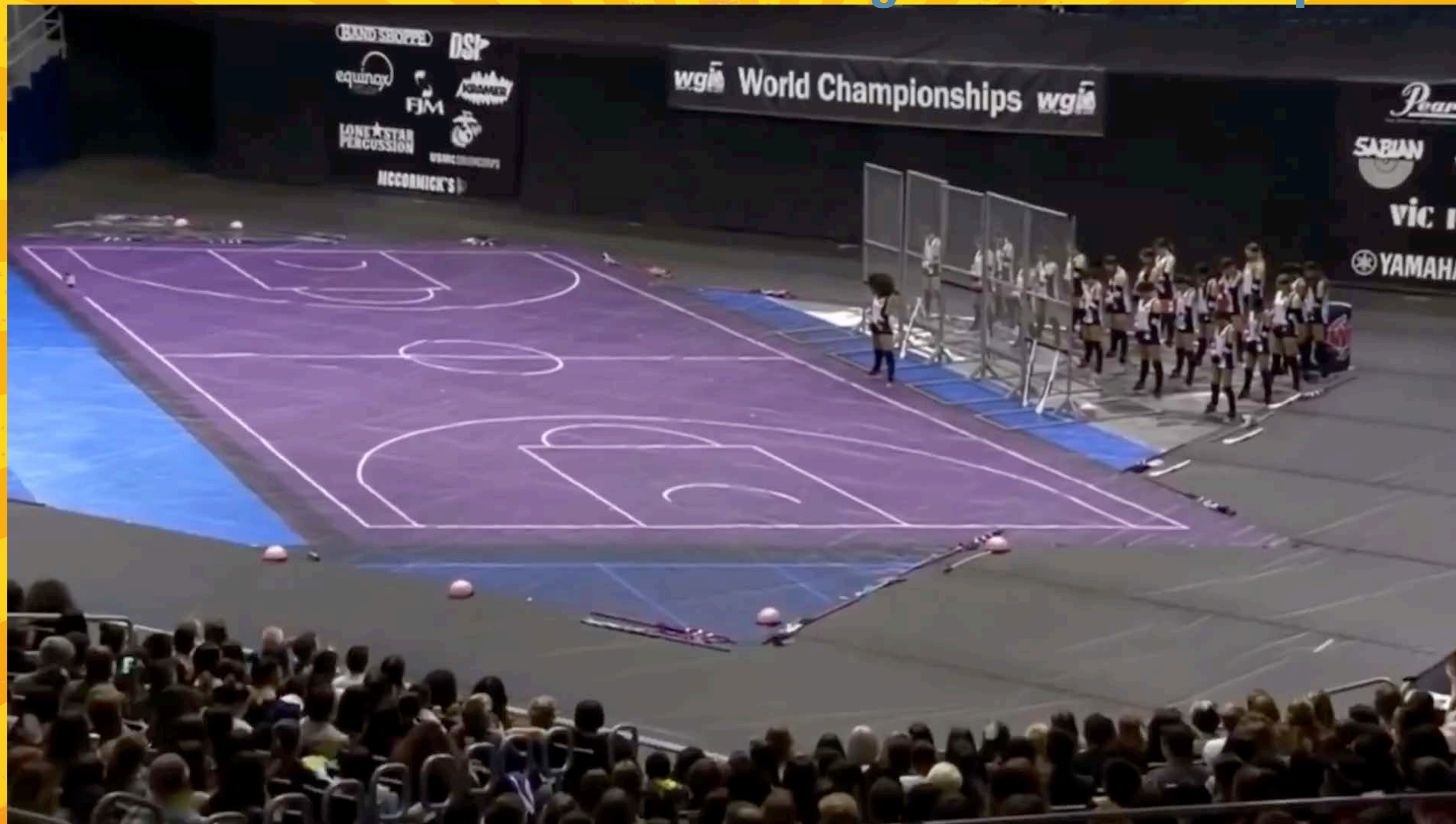
LET'S TALK ABOUT HOW THINGS CAN AFFECT THE WAY WE LOOK AT SHOWS
BASED ON SHAPES...PERSPECTIVES...DIMENSIONALITY...ETC.

WEST BROWARD HS 2018

“DOWNTOWN”

LINK TO WATCH VIDEO:

[https://www.dropbox.com/s/ri32g5of1jrdz0e/
West%20Broward%20HS%20Winterguard%202018.mp4?dl=0](https://www.dropbox.com/s/ri32g5of1jrdz0e/West%20Broward%20HS%20Winterguard%202018.mp4?dl=0)



WEST BROWARD HS 2019

"MIDNIGHT RADIO"

LINK TO WATCH VIDEO:

<https://www.dropbox.com/s/d6o27go72b7lljb/West%20Broward%20HS%20World%20Winterguard%202019-%20Midnight%20Radio.mp4?dl=0>



WEST BROWARD HS 2020

"PINBALL WIZARD"



Matching your Audio & Visual Ideas

COLOR & COSTUME DESIGN

- WHAT KIND OF COSTUMING FITS THE CONCEPT OR MUSIC THE BEST?
- WHAT COLORS? WHAT TEXTURES? DOES IT REPRESENT A CHARACTER?
- WHAT WILL THE COSTUME SAY? FIRST IMPRESSIONS ARE LASTING IMPRESSIONS
- WHAT IS YOUR COSTUME BUDGET? SUBLIMATION IS CHEAPER BUT...
- COLOR WHEEL WILL HELP CLARIFY A LOT OF DECISIONS AND INSURE COSTUMES ARE COMPLIMENTARY TO DESIGN
- TIGHT COSTUMES...POSITIVES AND NEGATIVES
- PLAN TO ALLOW TIME FOR COSTUMES TO ARRIVE/PLAY A PART IN YOUR SEASON

SOMERSET ACADEMY 2020

LINK TO WATCH VIDEO:

[https://www.dropbox.com/s/h341f4ycwqq8a1j/
Somerset%20Academy%20Winter%20Guard%202020%20
WGI%20Tampa%20Finals.mp4?dl=0](https://www.dropbox.com/s/h341f4ycwqq8a1j/Somerset%20Academy%20Winter%20Guard%202020%20WGI%20Tampa%20Finals.mp4?dl=0)



SOMERSET ACADEMY 2022

LINK TO WATCH VIDEO:

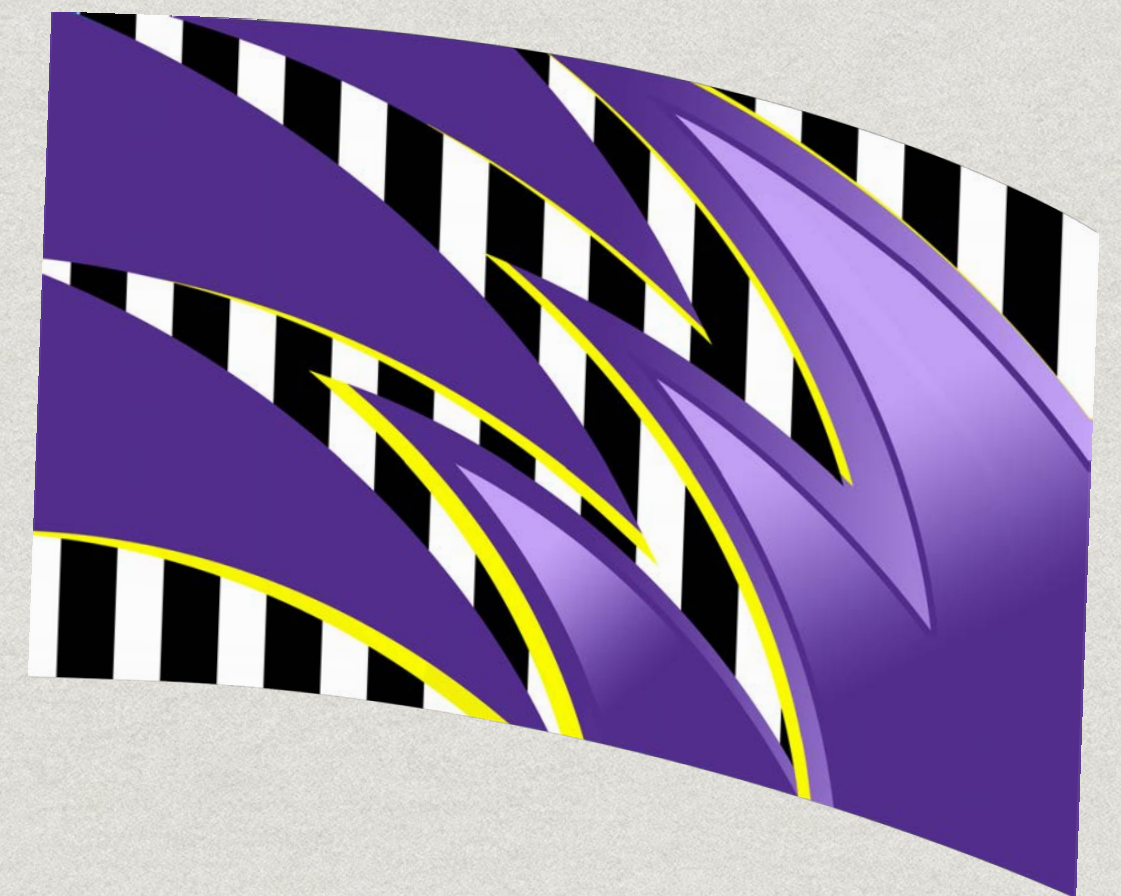
[https://www.dropbox.com/s/3rx3bq3yydn9iyf/
Somerset%20Academy%202022.mp4?dl=0](https://www.dropbox.com/s/3rx3bq3yydn9iyf/Somerset%20Academy%202022.mp4?dl=0)



Matching your Audio & Visual Ideas

COLOR & FLAG DESIGN

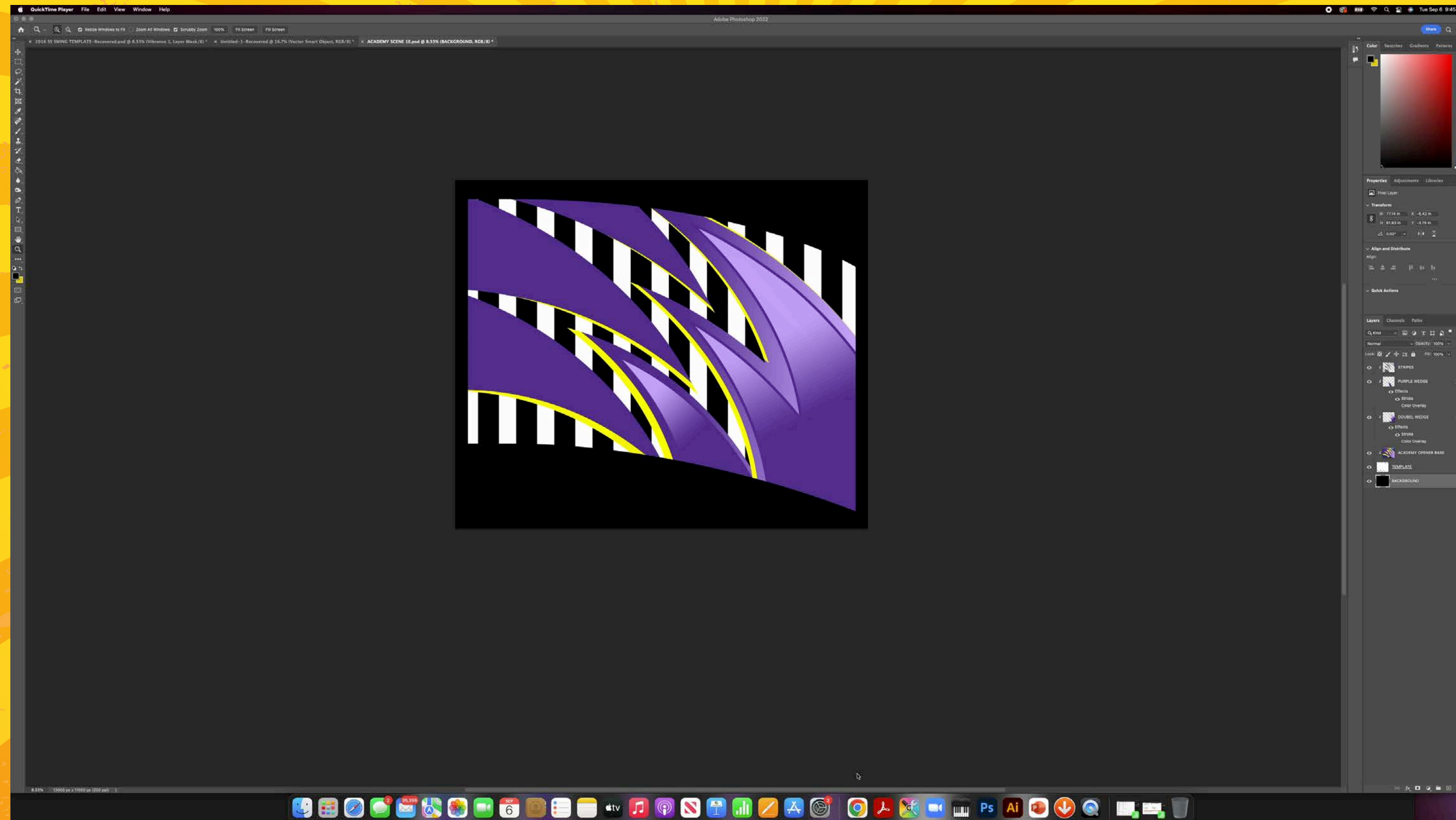
- FLAGS/EQUIPMENT - DO THEY COMPLIMENT THE DESIGN?
 - BUSY FLOOR, BUSY COSTUME...SIMPLE FLAG/EQUIPMENT
 - USE COLOR WHEEL...IT IS YOUR FRIEND
 - BE NICE TO YOUR TECHS WHEN DESIGNING FLAGS
 - TEXTURES CREATED IN ARTWORK ON FLAGS CAN GIVE YOU LOTS OF OPTIONS



WORKING WITH FLAG DESIGNS

LINK TO WATCH VIDEO:

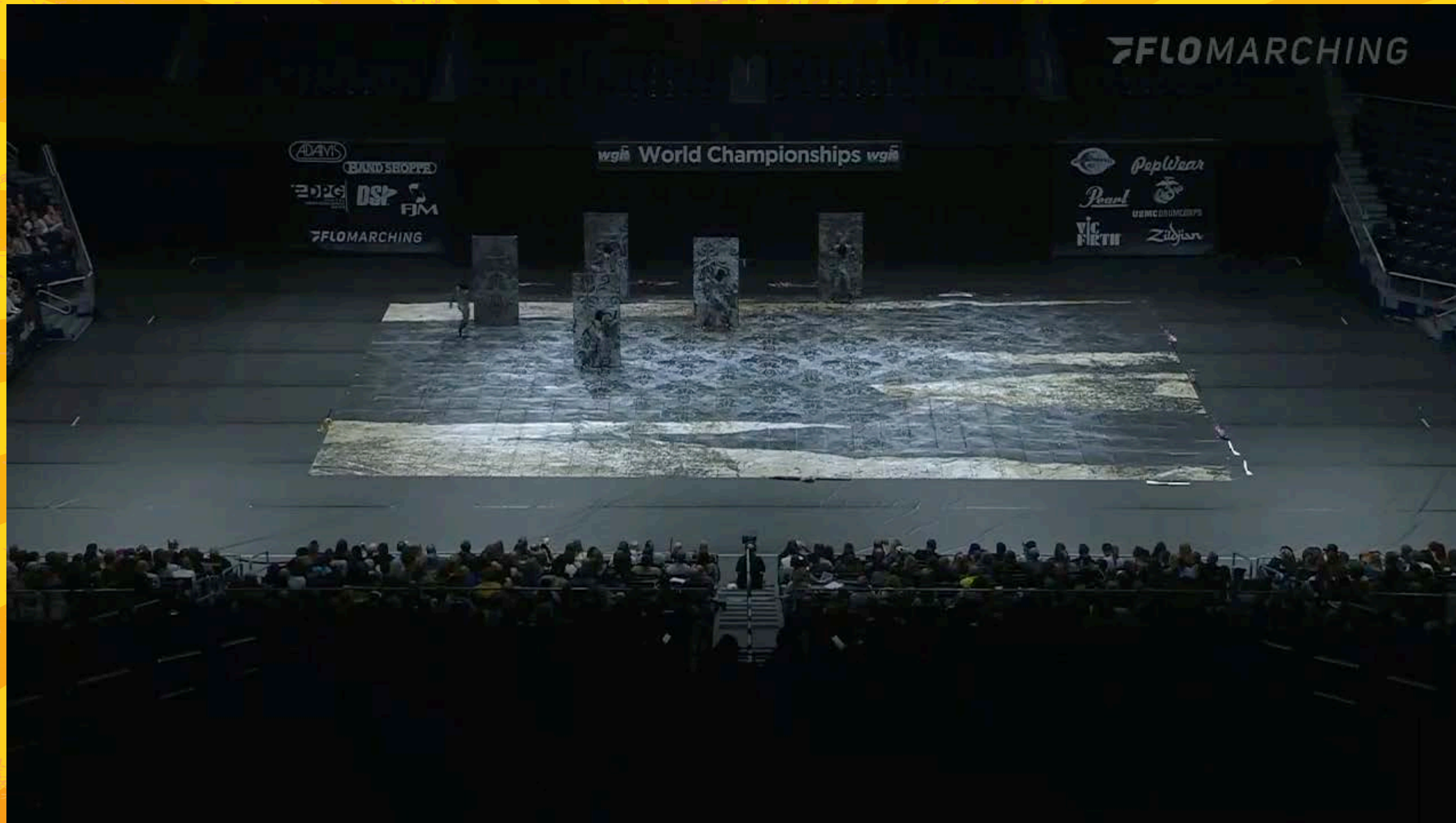
<https://www.dropbox.com/s/veywdssadt4sdk0/Screen%20Recording%202022-09-06%20at%209.38.36%20PM.mov?dl=0>



EDGE INDEPENDENT 2022

LINK TO WATCH VIDEO:

[https://www.dropbox.com/s/ongthouac5cgk9z/
Edge%20Independent%202022.mp4?dl=0](https://www.dropbox.com/s/ongthouac5cgk9z/Edge%20Independent%202022.mp4?dl=0)



Putting the Show on the Floor

- * Don't create ideas/images/drill that will frustrate you later
- * Use count sheet to stay on task, but give yourself freedom
- * Horizontal orchestration vs. vertical orchestration
- * Be sure that ideas and/or events contribute to the composition
- * Spacing - using grid vs. not using grid

3. Effective Communication



- Team & Parents
- Your Staff & School Personnel
- Judges & Other Instructors

“The single biggest problem with communication is the illusion that it has taken place.”

–George Bernard Shaw

Communication Tips

- * Always be a team player. Don't play roles against others.
- * Understand that PARENTS are some of the most important people in the process. Be sure to take the time to meet with them and listen to them.
- * Make friends with Athletic Directors, sports coaches, custodians and administration.
- * When you observe other DESIGNERS, be a sponge and understand they all have a different process.
- * Never be too proud or have too much ego.

Thank you for your time!

- * How to connect with me:
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