

The logo for WGICON is centered on a vibrant yellow background with a sunburst pattern of rays and a halftone dot pattern. The word "WGICON" is written in a large, bold, stylized font with a gradient from red to orange and a white outline. Below it, a black banner contains the text "SEPT 6-8 | 2024 | SAN FRANCISCO, CA" in yellow, sans-serif capital letters.

WGICON
SEPT 6-8 | 2024 | SAN FRANCISCO, CA

General Effect For All!

**“That’s like
comparing
apples to
oranges.”**



Creativity

Originality often consists of linking ideas whose connection was not previously considered.

“Creativity is just connecting things” (Steve Jobs)

“Combinatory play is the act of opening up one mental channel by dabbling in another.” (Albert Einstein)

Larry Page

Charles Darwin

Johannes Gutenberg

Rick Rubin

Iron Maiden



Bias

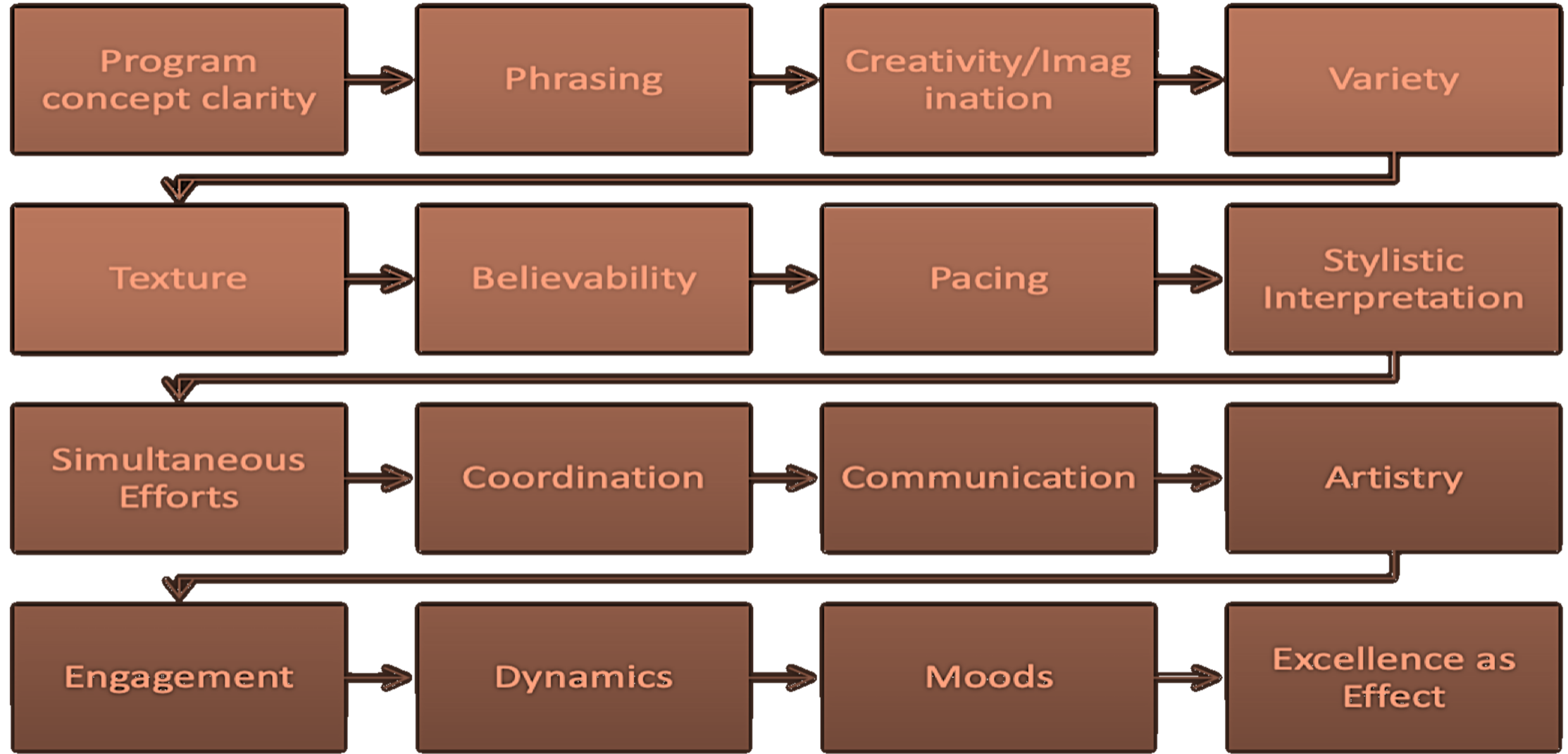
- Acknowledge your biases
- Challenge your assumptions
- Seek diverse perspectives
- Widen your knowledge base
- Be open minded



Audience Engagement

- ❖ Emotional
- ❖ Intellectual
- ❖ Aesthetic
- ❖ Curiosity
- ❖ Interest
- ❖ Connection
- ❖ Resonates





overall effect

Evaluate each caption based on the criteria reference. Repertoire (What) is inherent in the evaluation of the Performance (How.) Overall Effect embodies all of the presented material in the program. Criteria reference descriptors should have equal consideration and are not presented in order of importance.

repertoire effect

- Clarity of Program Concept
- Creativity and Imagination
- Variety
- Pacing
- Audio-Visual Coordination

score

100

performance effect

- Communication
- Idiomatic Interpretation
- Artistry
- Excellence as Effect
- Audience Engagement

score

100





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overall effect

repertoire effect

- Class A**
Basic Concepts
- Open Class**
Intermediate Concepts
- World Class**
Advanced Concepts

Clarity of Program Concept: Does the musical and visual design cohesively communicate the program concept?

Creativity and Imagination: Does the writing of both visual and musical ideas cohesively explore unique and fresh ways to communicate effect?

Variety of Effects: Does the design explore emotional, intellectual and aesthetic methods to create effect?

Pacing: Does the pacing of the program maintain a successful and consistent level of interest and engagement?

Audio-Visual Coordination: Does the program demonstrate intention to coordinate the musical and visual elements in a meaningful way?

	BOX 1	BOX 2	BOX 3	BOX 4	BOX 5
<i>Descriptors</i>	Never	Rarely	Sometimes	Frequently	Consistently
<i>Numerical Range</i>	0 to 49	50 to 59	60 to 79	80 to 89	90 to 100
<i>Learning Steps</i>	Experience	Discover	Know	Understand	Apply

performance effect

- Class A**
Basic Skills
- Open Class**
Intermediate Skills
- World Class**
Advanced Skills

Communication: Did the performers consistently and convincingly communicate the musical and visual aspects of the design?

Idiomatic Interpretation: Did the members use appropriate style in their musical and visual performance?

Artistry: Did the performers communicate complete and compelling believability through their character, identity and role?

Excellence as Effect: Did the performers demonstrate moments of musical and/or visual virtuosity that elevate the communication of the program?

Audience Engagement: Did the performers engage and entertain the audience throughout the program?

SUB-CAPTION SPREADS

Very Comparable	Minor Differences	Definitive Differences	Significant Differences
1 to 2 percentage points	3 to 4 percentage points	5 to 7 percentage points	8 and higher percentage points



Is the performance compelling,
engaging and memorable?

Is there effective use of pacing and
continuity of theme?

Is there coordination of all elements
in the production?





THANK YOU!!!