

Developing an Effective Visual Plan LOOK GOOD SING BETTER

Tori Postma

PLANNING

Working with the Visual Team is essential and YES IT IS YOUR JOB

- Communicate your “take” on the song
- What character are you? Are you singing about her, or are you her?
- What type of song is this: Attitude Uptune, Character Uptune, Rhythm Uptune, Swing Song, Heavy Ballad, Novelty
- When does the song appear in the performance?
- Which parts of the song need visual enhancing?
- Costume input

You must watch for: The ONGOING face, freedom of bodies, congruence with the musical plan, keeping it REAL and keeping it G rated

PERFORMANCE

- Entrance
- Applause Acceptance
- Know your role in emceeing, pitch taking, TIMING
- Pitch should be in the mood of the song
- Watch distractions! Avoid over directing, “Backfield in Motion”, clicking, clapping, shouting
- Become part of the visual picture
- Emote. Be the performer, not the technician!
- Space yourself and the chorus for audience comfort
- Rehearse and Perform Bows for each song

Effective Visual Plans:

- Communicate the message of the music
- Always keep Characterization a priority
- Use Gestures or choreography to enhance the character, not replace it
- Use the BODY, not just the ARMS or HANDS
- Understand effective Contagions/Ripples
- Put Moves on the musical beat, not the words
- Use Premoves and postmoves
- Allow the singer to use their best vocal production