



CREATING YOUR VISUAL PACKAGE

BE THE VISUAL MUSICIANS!

EVALUATE YOUR TEAM

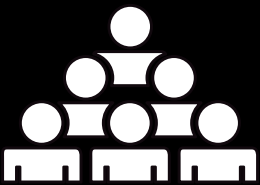
WHO ARE WE THIS SEASON?



- What is the personality of the team?
- Evaluate & reflect on last season & COVID aftermath.
- Assess and be honest about your strengths and weaknesses.
- What will the members & audience connect with most?

BE STRATEGIC

TEAM DYNAMICS & REALITIES



- Maximize what makes your team UNIQUE!
- How can you stand out from the crowd?
- What are current trends?
- Be realistic about your strengths & weaknesses and build your show around those things.
- What is your budget?

BRAINSTORMING

INSPIRATION IS EVERYWHERE!



- EVERY aspect of your program needs to be touched by design.
- Watch live performances, go to the theatre, watch movies, go to museums, surf the internet.
- Don't be afraid to steal an idea but make it your own.
- Contact experts that can help! (Field and Floor FX)

THEME - IDENTITY - CHARACTER - STORY

Bring your vision to life!



- Props & tarps are such a simple way to set the stage. There are ways to do this within any budget.
- Use digitally printed flags, fabric, and costumes to get your identity across.
- Use the color guard as storytellers/characters.
- Utilize unconventional color guard equipment.

FOR HELP BRINGING YOUR VISION TO LIFE, CONTACT:
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