MARYLAND MARCHING BAND ASSOCIATION
EFFECT VISUAL — RUBRIC

Composition and Performance Quality are each scored 100 points; Total 200.

SCORING DESCRIPTORS

Box 1 Rarely	Box 2 Sometimes	Box 3 Frequently	Box 4 Consistently	Box 5 Superior
60 to 65 Experience	66 to 73 Discover	74 to 89 Know	90 to 97 Understand	98 to 100 Apply

COMPOSITION — 100 POINTS

Criteria	Rarely 60 to 65	Sometimes 66 to 73	Frequently 74 to 89	Consistently 90 to 97	Superior 98 to 100
Program Interpretation	Visual design rarely demonstrates concepts and approaches that bring the music to motion.	Visual design sometimes demonstrates concepts and approaches that bring the music to motion.	Visual design frequently demonstrates concepts and approaches that bring the music to motion.	Visual design consistently demonstrates concepts and approaches that fully bring the music to motion.	Visual design demonstrates a superior understanding of concepts and approaches, truly bringing the music to motion.
Musical and Visual Coordination	Design elements are rarely established or maintained to showcase the visual and musical repertoire.	Design elements are sometimes established and maintained effectively.	Design elements are frequently established and maintained to showcase the repertoire.	Design elements are consistently established and maintained to fully showcase the repertoire.	Design elements demonstrate superior coordination, fully elevating the visual and musical repertoire.
Staging and Impact Moments	Performers are rarely given responsibilities that develop or enhance musical and visual appeal at appropriate moments.	Responsibilities sometimes develop or enhance musical and visual appeal.	Responsibilities frequently develop and enhance musical and visual appeal at appropriate moments.	Responsibilities consistently challenge performers and enhance appeal at appropriate moments.	Responsibilities are superior in challenge, timing, and ability to create impact.
Creativity, Originality and Imagination	Unique layers of effect are rarely developed through mood, appeal, design, and flow.	Unique layers of effect are sometimes developed.	Unique layers of effect are frequently developed through mood, appeal, design, and flow.	Unique layers of effect are consistently developed with originality and purpose.	Unique layers of effect are superior in creativity, originality, imagination, and development.
Variety and Range	Visual range, exposure, and composition rarely communicate diverse ideas.	Some variety and range of visual ideas are evident.	Visual range and composition frequently communicate diverse ideas.	Visual range, exposure, and composition consistently demonstrate diverse ideas and visual musicality.	Visual range and composition demonstrate superior diversity, exposure, and visual musicality.
Pacing and Continuity	Visual and musical ideas rarely develop a consistent flow or complete aesthetic journey.	Flow and development are sometimes successful.	Visual and musical ideas frequently develop with effective flow and continuity.	Visual and musical ideas consistently develop a complete and purposeful aesthetic journey.	The program demonstrates a superior aesthetic journey through continual development and flow.

PERFORMANCE QUALITY — 100 POINTS

Criteria	Rarely 60 to 65	Sometimes 66 to 73	Frequently 74 to 89	Consistently 90 to 97	Superior 98 to 100
Engagement	Performers rarely communicate the show concept and roles or create clear audience appeal.	Performers sometimes communicate the show concept and create audience appeal.	Performers frequently communicate the show concept and roles with audience appeal.	Performers consistently communicate concept and roles while developing emotional intensity and artistic involvement.	Performers demonstrate superior engagement, emotional intensity, and artistic involvement throughout the presentation.
Artistic Expression	Awareness, sensitivity, and adherence to style, dynamics, and phrasing are rarely evident.	Artistic choices are sometimes evident and contribute to emotional moments.	Awareness of style, dynamics, and phrasing frequently contributes to emotional moments.	Awareness, sensitivity, and adherence to style consistently contribute to the overall show.	Artistic expression is superior in awareness, sensitivity, style, dynamics, phrasing, and emotional impact.
Professionalism	Performance communication rarely establishes a detailed or emotionally varied audience response.	Performance sometimes communicates detail and emotional variety.	Performance frequently communicates detail and emotional variety to the audience.	Performance consistently communicates a detailed and emotionally varied presentation.	Performance demonstrates superior professionalism and consistently establishes a strong audience response.
Expressive and Impactful Moments	Convincing concepts and audience response are rarely demonstrated.	Convincing concepts and audience response are sometimes demonstrated.	Convincing concepts and audience response are frequently demonstrated.	Performers consistently present convincing concepts and evoke audience response.	The ability to present convincing concepts and evoke audience response is demonstrated at a superior level.
Showmanship	Performers rarely come to life or engage the audience.	Performers sometimes demonstrate energy and audience engagement.	Performers frequently come to life and engage the audience.	Performers consistently perform for and engage the audience.	Performers demonstrate superior showmanship, constantly engaging the crowd's excitement and involvement.
Technical Impact	Technical achievement rarely allows full communication of the desired effect.	Technical achievement sometimes supports communication of the desired effect.	Technical achievement frequently allows effective communication of the desired effect.	Technical achievement consistently allows strong communication of the desired effect.	Technical achievement is superior and fully enables the desired effect to be communicated.

COMPARATIVE SPREADS

1 to 2 percentage points — Very comparable	3 to 4 percentage points — Minor Differences	5 to 7 percentage points — Definitive Differences	8 & higher percentage points — Significant Difference

TOTAL: 200 POINTS