



**Texas Bandmasters Association
Convention/Clinic July 21-23, 2022**

**Utilizing Your Design Team to
MAXIMIZE Implementation**

CLINICIANS:

**Jason Robb, Brent Biskup,
Jana Harvey, Andrew Markworth**



HENRY B. GONZALEZ CONVENTION CENTER - SAN ANTONIO, TEXAS

Utilizing your Design Team in the Fall to Maximize Implementation
Texas Bandmasters Association Convention 2022
11 AM - CC217AB

Clinicians, Jason Robb, Brent Biskup, Jana Harvey, Andrew Markworth

1. 5 min - ASSUMPTIONS (JR)
 - a. Design is currently in process
 - i. 1-6 designers currently under contract with your program
 1. Music Arrangers (wind, percussion, electronics)
 2. Visual Designers (drill, choreographers)
 3. Aesthetics are in Process (costumes, flags, prop/set pieces)
2. 10 min - COORDINATION
 - a. Job Descriptions (JR)
 - i. 15 weeks until the State Marching Contest
 1. Staff vs. Hired
 - a. Who is communicating with the Team
 - i. *"If you want to kill any idea in the world, get a committee working on it." - Charles Kettering*
 2. Who is doing what from today until the last performance?
 - a. All outstanding items?
 - b. Adjustments that need to be made?
 - c. What is the process WHEN (not if) something gets behind schedule?
 2. Who is doing what from today until the last performance?
 - a. All outstanding items?
 - b. Adjustments that need to be made?
 - c. What is the process WHEN (not if) something gets behind schedule?
 - ii. November to July vs. July to November (JR + B/JH)
 1. These are vastly different seasons for both band directors and all designers
 2. Have awareness of everyone's intended communication standards
 - a. Communicate on how we all wish to communicate
 - i. E-mail
 - ii. Text Thread
 - iii. Google
 - iv. Carrier Pigeon
 3. How are we communicating (or how do we prefer to be communicated to/with)
 - ii. Where and how materials are housed (JR)
 1. Having materials consolidated into one singular place with clear storage standards can aide quick turn around of needs in many different ways
 - a. Dropbox
 - b. Google Drive
 2. Material File Maintenance
 - a. Finale Files
 - b. Sibelius Files
 - c. MainStage/Samples
 - d. Pyware/UDB
 - e. Choreography Videos
 - b. Communication (JR)
 - i. November to July vs. July to November (JR + B/JH)
 1. These are vastly different seasons for both band directors and all designers
 2. Have awareness of everyone's intended communication standards
 - a. Communicate on how we all wish to communicate
 - i. E-mail
 - ii. Text Thread
 - iii. Google
 - iv. Carrier Pigeon
 3. How are we communicating (or how do we prefer to be communicated to/with)
 - ii. Where and how materials are housed (JR)
 1. Having materials consolidated into one singular place with clear storage standards can aide quick turn around of needs in many different ways
 - a. Dropbox
 - b. Google Drive
 2. Material File Maintenance
 - a. Finale Files
 - b. Sibelius Files
 - c. MainStage/Samples
 - d. Pyware/UDB
 - e. Choreography Videos
 - c. Production Timeline (JR + B/JH)
 - i. Delivery Agreements
 1. 4-6 weeks per segment request
 - ii. Material Delivery
 1. Expectation for organizing tools
 - iii. Elements in Hand

1. Review - feedback IMMEDIATELY
 - a. What feedback is appropriate
3. 20 min - IMPLEMENTATION - LEARNING (B/JH)
 - a. Consider each layer and what your intended learning process (B/JH)
 - i. Considering each individual layer - depending on how much assistance you are receiving from individual designers or a team, how familiar are you with the choices that have been made in each layer and how comfortable are we as a teaching staff implementing each item.
 - b. Learning Schedule (B/JH)
 - i. Music - AM chime in
 - ii. Drill - JR Chime in
 - iii. Music + Drill
 - iv. Producing Visual Layer (choreography for Guard/Band) - JR Chime in
 - v. Electronics Layer - AM chime in
 - c. Food for Thought: Designer-itus (JR)
 - i. When do we tweak & fiddle?
 1. "What" vs. "How" eyes
 - d. Communicating progress with team (JR/B)
 - i. Calendar for learning items
 - ii. Time to study and prep materials
 - iii. Music -> Drill -> Production Layers
 - e. Thoughts on Learning (all)
 - i. Wants vs. Needs
 1. We have plenty to work on - when do we push the issue?
 - ii. Implement all layers as soon as humanly possible
4. 20 min - IMPLEMENTATION - PRODUCING/CLEANING
 - a. Cautionary Tales (what we've seen good, bad, and ugly)
 - i. Music (AM)
 1. Wind
 2. Percussion
 3. ELECTRONICS
 - ii. Visual (JR)
 1. Drill
 2. Choroegraphy
 3. Aesthetics (B/JH chime in)
 - b. Weekly Videos (JR + AM)
 - i. Directors point of view
 - ii. Designers point of view
 - iii. Requesting/Delivering Feedback
 1. E-Mail
 2. Text
 3. Loom
 4. Voice memo
 - c. Visits
 - i. Bringing in Team (all)
 1. Realistically - with technology, much can be done from a distance early
 2. Early to Mid performance time zone
 3. Relationship Building
 - a. Think through the schedule, logistics, and hospitality
 4. Work into rehearsal plan
 - a. Communicate how they can assist that day

5. Music vs. Visual
 - a. Music Designers
 - i. Balance/Blend from electronics layer
 - b. Visual Designers
 - i. Production Development
 1. Can we alter or develop moments? 1 hr to 90 minutes could save you hours of cleaning
- d. Performances (all)
 - i. Create a process for sharing weekly recordings with design team
 1. Most designers are very attached to the work they support you with.
 2. More programs do not keep designers linked into status of season than do
 3. Sooner than later - everyone is terrible in August.....send those videos anyway, you never know what your team might catch
- e. Judge Tapes (AM)
 - i. Delicate process
 1. First read, instant reaction on a verbal tape while simultaneously trying to actively catch the development
 - a. Comments are often speaking to symptoms vs. root cause of issues.
 - i. Try and diagnose why judges are reacting to the product vs ripping out the kitchen sink.
 - b. Work with a team to assess each week.
 - i. "Change is the Enemy"
 - ii. "Tweaks for Clarity are our BFF"
 - c. Understand something RIGHT at 80% often will get more credit than something wrong at 100% from a construction/development standpoint.
- f. Judge Clinics (JR)
 - i. Including the team in an in person face to face with an adjudication panel can be EXTREMELY productive. At the very least loop the design team in with how these conversations have progressed

5. 5 min - WRAP UP

- a. Top 3 reasons design/director teams fail
 - i. #1 - design teams + band director teams fail is poor communication
 - ii. #2 - materials are delivered late AND education plan B is not enacted
 - iii. #3 - education team do not have the tools to implement materials properly