



सावित्रीबाई फुले पुणे विद्यापीठ

(पूर्वीचे पुणे विद्यापीठ)

विद्यार्थी विकास मंडळ

राणेशिंद, पुणे - ४११ ००७.

डॉ. अभिजीत कुलकर्णी
संचालक

संदर्भ क्र. विविमं/२०२५-२६/०६८

दिनांक : ३०/०७/२०२५

प्रति,

मा. प्राचार्य/मा. संचालक/मा. विभागप्रमुख,
सावित्रीबाई फुले, पुणे विद्यापीठाशी संलग्नित
सर्व महाविद्यालये व मान्यताप्राप्त परिसंस्था/
विद्यापीठ परिसरातील सर्व पदवी व पदव्युत्तर विभाग.

विषय : 'जल्लोष-२०२५' विभागीय/जिल्हास्तरीय आंतरमहाविद्यालयीन युवक महोत्सवाबाबत.

महोदय/महोदया,

सावित्रीबाई फुले पुणे विद्यापीठ, विद्यार्थी विकास मंडळामार्फत शैक्षणिक वर्ष २०२५-२६ मध्ये 'जल्लोष' विभागीय/जिल्हास्तरीय/विद्यापीठस्तरीय युवक महोत्सवाचे आयोजन दिनांक १० ते २० सप्टेंबर, २०२५ या कालावधीत प्रस्तावित आहे.

या महोत्सवामध्ये सहभागी होणाऱ्या विद्यार्थी कलावंतांचा आगामी राज्यस्तरीय, राष्ट्रीय व आंतरराष्ट्रीय युवक महोत्सवाकरिता सावित्रीबाई फुले पुणे विद्यापीठाच्या संघात समावेश करण्यासाठी प्राधान्यानी विचार केला जाईल. जल्लोष विभागीय/जिल्हास्तरीय युवक महोत्सवात सहभागी होण्यासाठी आपल्या महाविद्यालयातील/परिसंस्थेतील/विभागातील इच्छुक सांस्कृतिक समन्वयक/विद्यार्थी कल्याण अधिकारी/संघ व्यवस्थापकांसह विद्यार्थी, कलामंच, रंगमंच व संबंधित विभागांना सदर युवक महोत्सवातील सहभागाची पूर्वतयारी करण्याबाबत सूचित करावे.

दिनांक १० ते २० सप्टेंबर, २०२५ या कालावधीत प्रस्तावित जल्लोष विभागीय/जिल्हास्तरीय युवक महोत्सवाच्या आयोजक महाविद्यालयाचे नाव व ठिकाणाबद्दल सविस्तर व स्वतंत्र परिपत्रकाद्वारे आपणास कळविले जाईल. कळावे, ही विनंती.

सोबत : युवक महोत्सवाची मार्गदर्शक तत्वे व नियमावली

(डॉ. अभिजीत कुलकर्णी)
संचालक, (अतिरिक्त कार्यभार)
विद्यार्थी विकास मंडळ

Guidelines for the JALLOSH-2025 : Inter-College Youth Festival

(1) General Guidelines

1) Strength of the Contingent

Details of Contingent

Particulars	No.
Students including Accompanists	49
Principle	01
Cultural Co-Ordinator/Official	01
Team Manager (Male)	01
Team Manager (Female)	01
Administrative Staff	02
Total	55

2) Contingent In-charge

Participating College shall depute maximum of two persons as Contingent In- charges/ Team Managers, who shall maintain a liaison with the Organizing Committee of the Host College. Lady Team manager is mandatory for girl participants.

3) Identity Card

Identity Cards with photographs signed by the appropriate authorities by the respective College shall be carried by the participants.

4) Travelling Expenses and Food Expenses during Journey

The Participating College shall bear the travelling expenses of the whole Contingent for the journey from the place of their College to the place of Host College.

5) Food

Food shall be provided by the Host College from the afternoon of the previous day of the beginning of the Jallosh.

6) Discipline

- i) If the behaviour of any contingent is found contrary to the objectives of the Jallosh the Host College may take suitable action against members concerned and an individual / team be debarred from participation in three academic years including current academic year.
- ii) No official or any member of the Participating and Host Colleges shall go to the press or media on any controversial issue. Consumption of liquor, eve teasing, influencing the adjudicators, indecent behavior inside the campus and venue is strictly prohibited.
- iii) Those violating this clause shall be liable to disciplinary action which may be to the extent of debarring the concerned College Team.
- iv) The Contingent Leader/s shall be responsible for the discipline of their contingent.
- v) In case of any in-disciplinary activity taking place, the Contingent Leader/s shall discuss with the participants and inform to the Organizing Secretary immediately.
- vi) The serious matter/s shall be brought to the notice of Hon'ble Principle of the Host College and Chairman, Observer Committee.
- vii) The Contingent Leaders along with their members shall follow all the instructions given by the Organizing Secretary.
- viii) All the participants shall strictly follow the instructions given by the Host College.

(2) Other Rules

Participating Colleges are informed that the use of fireworks / arms is strictly prohibited. However, if it is unavoidable for cultural performance, their imitation may be used with the prior permission of the Organizing Secretary.

(3) List of the Events

The competition on following events shall be conducted by the Host College for the all participating Colleges.

I) Section: Music

- 1) Indian Classical Vocal (Solo Event)
- 2) Indian Classical Instrumental Percussion (Taalvadya) (Solo Event)
- 3) Indian Classical Instrumental Non-Percussion (Swarvadya) (Solo Event)
- 4) Indian Light Vocal (Solo Event)
- 5) Indian Group Song (Group Event)
- 6) Folk Orchestra (Group Event)
- 7) Western Vocal (Solo Event)
- 8) Western Instrumental (Solo Event)
- 9) Western Group Song (Group Event)

II) Section: Dance

- 1) Indian Classical Dance (Individual Event)
- 2) Indian Folk Dance (Group Event)

III) Section: Literary

- 1) Elocution (Individual Event)
- 2) Debate (Group Event)
- 3) Quiz (Group Event)

IV) Section: Theatre

- 1) Mimicry (Individual Event)
- 2) One Act Play (Group Event)
- 3) Skit (Group Event)
- 4) Mime (Group Event)

V) Section: Fine Arts

- 1) Painting (Individual Event)
- 2) Collage (Individual Event)
- 3) Poster Making (Individual Event)
- 4) Clay Modeling (Individual Event)
- 5) Cartooning (Individual Event)
- 6) Rangoli (Individual Event)
- 7) Mehndi (Individual Event)
- 8) Spot Photography (Individual Event)
- 9) Installation (Group Event)

(4) Rules for Conduct of Events

I) Section: Music

i) Indian Classical Vocal

(Solo Event)

- 1) Each participating College shall depute only 1 student participant.
- 2) The item shall be presented in either Hindustani or Karnataki style.
- 3) The duration of the performance shall be minimum 8 and maximum 10 minutes.
The computation of time shall start immediately after the final announcement by the

organizer/s.

- 4) Time for stage/instruments setting shall be maximum 2 minutes.
- 5) Maximum number of accompanists shall be 2.
- 6) Film songs shall not be allowed in this event.
- 7) The evaluation shall be based on the qualities like selection of raga, presentation and general impression.

ii) Indian Classical Instrumental Percussion

(Taalvadya) (Solo Event)

- 1) Each participating College shall depute only 1 student participant.
- 2) The item shall be presented in either Hindustani or Karnataki style.
- 3) The duration of the performance shall be minimum 8 and maximum 10 minutes. The computation of time shall start immediately after the final announcement by the organizer/s.
- 4) Time for stage/instruments setting shall be maximum 2 minutes.
- 5) Only one accompanist shall be allowed.
- 6) Participant shall bring their own instruments.
- 7) The evaluation shall be based on the qualities like selection of taal, presentation and general impression.

iii) Indian Classical Instrumental Non-Percussion (Swarvadya)

(Solo Event)

- 1) Each participating College shall depute only 1 student participant.
- 2) The item shall be presented in either Hindustani or Karnataki style.
- 3) The duration of the performance shall be minimum 8 and maximum 10 minutes. The computation of time shall start immediately after the final announcement by the organizer/s.
- 4) Time for stage/instruments setting shall be maximum 3 minutes.
- 5) Only one accompanist shall be allowed.
- 6) Participant shall bring their own instruments.
- 7) The evaluation shall be based on the qualities like swar, taal, selection of raga and general impression.

iv) Indian Light Vocal

(Solo Event)

- 1) Each participating College shall depute only 1 student participant.
- 2) The duration of the performance shall be minimum 4 and maximum 6 minutes. The computation of time shall start immediately after the final announcement by the organizer/s.
- 3) Time for stage/instruments setting shall be maximum 2 minutes.
- 4) Maximum number of accompanists shall be 2.
- 5) Recorded music shall not be allowed during the performance.
- 6) Film songs shall not be allowed in this event.
- 7) The evaluation shall be made on the qualities like swara, taal and general impression.
- 8) Recorded music shall not be allowed during the performance.

v) Indian Group Song

(Group Event)

- 1) Each participating College shall depute a team of minimum 4 and maximum 6 student participants.

- 2) The team shall present two songs out of this one shall be patriotic and another shall be Indian folk song.
- 3) The songs shall be in any regional / official language/s of India.
- 4) The total duration of the performance including both the songs shall be minimum 8 and maximum 10 minutes. The computation of time shall start immediately after the final announcement by the organizer/s.
- 5) Time for stage/instruments setting shall be maximum 5 minutes.
- 6) The maximum number of accompanists shall be 3. However, singers may play instruments while singing.
- 7) Film songs shall not be allowed in this event.
- 8) Recorded music shall not be allowed during the performance.
- 9) The evaluation shall be based on composition, choice of songs, synchronization, quality of singing, presentation and overall impact and not on the make-up, costumes and actions of the team.

vi) Folk Orchestra

(Group Event)

- 1) Each participating College shall depute a team of minimum 6 and maximum 9 student participants.
- 2) The duration of the performance shall be minimum 8 and maximum 10 minutes. The computation of time shall start immediately after the final announcement by the organizer/s. This time does not include time required for setting/tuning of instruments.
- 3) The additional 10 minutes shall be given for setting/tuning of instruments before the start of the event.
- 4) Maximum 3 accompanists shall be allowed. They shall be in different dress from the student participants so that they could be easily identified.
- 5) The accompanists shall sit/stand separately from the participants and shall not lead the team.
- 6) The team shall present original folk tunes of Maharashtra. The instruments played shall be original for a particular folk and appropriate related to folk art in Maharashtra.
- 7) Folk tunes played in the Films shall not be allowed in this event.
- 8) The evaluation shall be based on the originality, composition, synchronization and variety and not on make-up, costumes and actions of the team.

vii) Western Vocal

(Solo Event)

- 1) Each participating College shall depute only 1 student participant.
- 2) The student shall present the song/s in English language only.
- 3) The student may present any number of songs. There is no limit on the number of songs.
- 4) The duration of the performance shall be minimum 4 and maximum 6 minutes. The computation of time shall start immediately after the final announcement by the organizer/s.
- 5) Time for stage/instruments setting shall be maximum 3 minutes.
- 6) Maximum number of accompanists shall be 2.
- 7) The students/accompanists may use synthesizer or any other electronic instrument during the performance.
- 8) Film songs shall be allowed in this event.
- 9) Recorded music shall not be allowed during the performance.
- 10) The evaluation shall be based on the qualities, like selection of songs, pitch, rhythm and general impression.

viii) Western Instrumental

(Solo Event)

- 1) Each participating College shall depute only 1 student participant.
- 2) A participant shall play western music on any western percussion or non-percussion instrument.
- 3) The duration of the performance shall be minimum 5 and maximum 7 minutes. The computation of time shall start immediately after the final announcement by the organizer/s.
- 4) Time for stage/instruments setting shall be maximum 3 minutes.
- 5) Maximum number of accompanists shall be 2.
- 6) The participant shall perform any one genre/style or fuse various genres/styles of western music.
- 7) The accompanists may use synthesizer or any other electronic instrument during the performance.
- 8) The evaluation shall be based on the qualities like rhythm, harmony and general impression.

ix) Western Group Song

(Group Event)

- 1) Each participating College shall depute a team of minimum 4 and maximum 6 student participants.
- 2) The team shall present the song/s in English language only.
- 3) The team may present any number of songs. There is no limit on the number of songs.
- 4) The total duration of the performance including both the songs shall be minimum 8 and maximum 10 minutes. The computation of time shall start immediately after the final announcement by the organizer/s.
- 5) Time for stage/instruments setting shall be maximum 5 minutes.
- 6) The maximum number of accompanists shall be 3. However, singers may play western instruments while singing.
- 7) Film songs shall be allowed in this event.
- 8) Recorded music shall not be allowed during the performance.
- 9) The evaluation shall be based on the basis of composition, choice of songs, synchronization, quality of singing, presentation and overall impact and not on the make-up, costumes and actions of the team.

II) Section: Dance

i) Indian Classical Dance

(Individual Event)

- 1) Each participating College shall depute only 1 student participant.
- 2) The classical dance shall be from any of the following Indian classical dances, such as Kathak, Kathakali, Bharat Natyam, Manipuri, Kuchipudi, Mohiniattam, and Odissi.
- 3) The total duration of performance shall be minimum 08 and maximum 10 minutes. The computation of time shall start immediately after the final announcement by the organizer/s.
- 4) Time for stage/instruments setting shall be maximum 3 minutes.
- 5) The maximum number of accompanists shall be 3.
- 6) Classical style dances in Films shall not be allowed in this event.
- 7) Recorded music shall not be allowed during the performance.
- 8) The evaluation shall be based on the qualities like taal, abhinaya or expressions, costumes, footwork and general impression, etc.

ii) Indian Folk Dance

(Group Event)

- 1) Each participating College shall depute a team of minimum 8 and maximum 10 student participants.
- 2) The dance shall be either primitive Indian tribal or folk dance but it shall not be a classical dance.
- 3) The total duration of performance shall be minimum 8 and maximum 10 minutes. The computation of time shall start immediately after the final announcement by the organizer/s.
- 4) Time for stage/instruments setting shall be maximum 5 minutes.
- 5) The participating team shall remove the sets, property, instruments, etc. used for the Folk Dance within 2 minutes after their performance.
- 6) The maximum number of accompanists shall be 5.
- 7) The dances and folk dances in Films shall not be allowed in this event.
- 8) Recorded music shall not be allowed during the performance.
- 9) The evaluation shall be based on the basis of originality, authenticity, music, rhythm, formation, expression, costumes, make-up and overall effect.

III) Section: Literary

i) Elocution

(Individual Event)

- 1) Each participating College shall depute only 1 student participant.
- 2) Medium of expression shall be Marathi or Hindi or English.
- 3) The total duration of performance shall be minimum 4 and maximum 5 minutes. The computation of time shall start immediately after the final announcement by the organizer/s.
- 4) The subject /topic will be informed one day prior to the competition..
- 5) The presentation shall be in the form of prose and not a poetry or song.
- 6) The paper reading shall not be allowed.
- 7) The evaluation shall be based on the basis of introduction, knowledge / study of the subject/topic, presentation, language style and overall effect.

ii) Debate

(GroupEven)

- 1) Each participating College shall depute a team of 2 student participants.
- 2) The subject and topic will be informed one day prior to the competition.
- 3) First student participant shall speak 'FOR' the proposition and the second student participant shall speak 'AGAINST' the proposition.
- 4) Both student participants shall present their proposition in Marathi or Hindi or English language. However both may present their proposition in same language or different language. But one student participant shall present his/her proposition in only one language.
- 5) Each student participant shall be allowed to speak for minimum 4 and maximum 5 minutes.
- 6) The paper reading is not allowed.
- 7) The evaluation shall be based on the basis of introduction, knowledge / study of the subject/topic, presentation, language style and overall effect.

iii) Quiz

(Group Event)

- 1) Each participating College shall depute a team of 3 student participants.
- 2) The competition shall be conducted in two rounds, Preliminary Round and Final Round.
- 3) In the Preliminary Round the participating team shall write the answers of objective type of questions. The medium of all these questions shall be English only and the time of writing answers shall be 15 minutes only.
- 4) From the Preliminary Round maximum 6 teams shall be selected on the basis of merit for the Final Round.
- 5) Final round shall be oral with audio-visual format.
- 6) The specific rules for the Final Round, evaluation system, time to reply a particular question and the steps of round shall be announced by the Referee at the time of commencement of the Final Round.

IV) Section: Theatre

i) Mimicry

- 1) Each participating College shall depute only 1 student participant.
- 2) The total duration of performance shall be minimum 4 and maximum 5 minutes. The computation of time shall start immediately after the final announcement by the organizer/s.
- 3) Participant may mimic the sound of machines / characters and speeches of well-known personalities.
- 4) Declaration of character on stage may be allowed.
- 5) The evaluation shall be based on skill of imitation, variety of sounds and voices and presentation.

ii) One Act Play

(Group Event)

- 1) Each participating College shall depute a team of minimum 2 and maximum 9 student participants.
- 2) The total duration of performance shall be minimum 25 and maximum 30 minutes. The computation of time shall start as soon as the announcement starts or the curtain is fully open, whichever is the earliest.
- 3) The one act play competition will be conducted in two rounds
- 4) The first round will be conducted online, in which the colleges who want to participate in this competition should create a video of their one act play and upload it on their drive and send its link to the Student Development Board.
- 5) 07 one act plays will be selected for the final round after examining the said videos by expert judges.
- 6) Colleges shortlisted for the final round should be present on the day of the competition for actual presentation.
- 7) Obtaining all sorts of required permission, censor certificates, etc., shall be the responsibility of the Participating College.
- 8) The evaluation shall be based on the qualities of the play like theme, acting, direction and general impression, etc.

ii) Skit

(Group Event)

- 1) Each participating College shall depute a team of minimum 4 and maximum 6 student participants.
- 2) The total duration of performance shall be minimum 8 and maximum 10 minutes. The time computation shall start as soon as the announcement starts or the curtain is fully open, whichever is the earliest.

- 3) Time for stage/instruments setting shall be maximum 3 minutes.
- 4) The maximum number of accompanists shall be 3.
- 5) The skit shall preferably highlight on the theme of national/social importance. No personal remarks, aspersions, character assassination, etc. shall be allowed. Vulgarity or bitter insinuations in presentation shall be avoided. Only innocent satire or humour shall be expected.
- 6) The evaluation shall be based on the qualities like theme, acting, co-ordination, general impression, etc.

iii) Mime

(Group Event)

- 1) Each participating College shall depute a team of minimum 4 and maximum 6 student participants.
- 2) The student participants shall wear white/black skin tight dresses and shall have paint faces with raised eyebrows and broadened lips.
- 3) The total duration of performance shall be minimum 4 and maximum 5 minutes. The computation of time shall start immediately after the final announcement by the organizer/s.
- 4) Time for stage/instruments setting shall be maximum 3 minutes.
- 5) The maximum number of accompanists shall be 2.
- 6) Since importance shall be given to conveying a concept purely through expressions and gestures only, use of any property shall not allowed. However, use of music may be permitted to strengthen the performance.
- 7) The evaluation shall be based on the idea, creativity of presentation, use of make-up and general impression.

V) Section: Fine Arts

i) On the Spot Painting

(Individual Event)

- 1) Each participating College shall depute only 1 student participant.
- 2) Event shall be conducted on the spot and participants shall make a Painting on the subject given by the In-charge/s of the event.
- 3) The duration for completing the Painting shall not be more than 2 hours 30 minutes.
- 4) Size of the paper shall be half imperial size drawing paper i.e. 22 inches in length x 15 inches in breadth. The drawing paper shall be provided by the Host College .
- 5) Painting shall be done in water or poster or pastel colours.
- 6) Participant shall bring his/her own material like brushes, paints, etc. for making the Painting.
- 7) The evaluation shall be based on the visualization, delivery of the subject, composition, colour application, presentation and overall impact.

ii) Collage

(Individual Event)

- 1) Each participating College shall depute only 1 student participant.
- 2) Event shall be conducted on the spot and participants shall make a Collage on the subject given by the In-charge/s of the event.
- 3) The duration for completing the Collage shall not be more than 2 hours 30 minutes.
- 4) Size of the paper shall be half imperial size mount board paper i.e. 22 inches in

length x 15 inches in breadth. The mount board paper shall be provided by the Host College .

- 5) Collage has to be prepared from old magazines. The old magazines shall be provided by the Host College .
- 6) Participant shall bring pasting and other materials required for the making the Collage.
- 7) The evaluation shall be based on the visualization, delivery of the subject, handling of medium, composition, presentation and overall impact.

iii) Poster Making

(Individual Event)

- 1) Each participating College shall depute only 1 student participant.
- 2) Event shall be conducted on the spot and participants shall make a Poster on the subject given by the In-charge/s of the event.
- 3) The duration for completing the Poster shall not be more than 2 hours 30 minutes.
- 4) Size of the paper shall be half imperial size mount board paper i.e. 22 inches in length x 15 inches in breadth. The mount board paper shall be provided by the Host College .
- 5) Poster shall be done in water or poster or pastel colours.
- 6) Participant shall bring his/her own material like brushes, paints, other materials, etc. for making the Poster.
- 7) The evaluation shall be based on the visualization, delivery of the subject, presentation, tagline and overall impact.

iv) Clay Modeling

(Individual Event)

- 1) Each participating College shall depute only 1 student participant.
- 2) Event shall be conducted on the spot and participants shall make a Clay on the subject given by the In-charge/s of the event.
- 3) The duration for completing the Clay shall not be more than 2 hours 30 minutes.
- 4) The clay shall be provided by the Host College .
- 5) Participant shall bring his/her own material for making the Clay.
- 6) The evaluation shall be based on the visualization, delivery of the subject, handling of medium, composition, presentation and overall impact.

v) Cartooning

(Individual Event)

- 1) Each participating College shall depute only 1 student participant.
- 2) Event shall be conducted on the spot and participants shall make a Cartoon on the subject given by the In-charge/s of the event.
- 3) The duration for completing the Cartoon shall not be more than 2 hours 30 minutes.
- 4) Size of the paper shall be half imperial size drawing paper i.e. 22 inches in length x 15 inches in breadth. The drawing paper shall be provided by the host College .
- 5) Participant shall bring his/her own material like brushes, paints, other materials, etc. for making the Cartoon.
- 6) The evaluation shall be based on the visualization, delivery of the subject, characters, synchronization, colour application, composition, presentation and overall impact.

vi) Rangoli

(Individual Event)

- 1) Each participating College shall depute only 1 student participant.
- 2) Event shall be conducted on the spot and participants shall make a Rangoli on the subject given by the In-charge/s of the event.
- 3) The duration for completing the Rangoli shall not be more than 2 hours 30 minutes.
- 4) A space admeasuring 120 cm x 120 cm shall be provided to the participant for making of the Rangoli.
- 5) Participant shall use only Rangoli powder and coloured powders for making the Rangoli.
- 6) Participant shall bring his/her own material like white rangoli, coloured powder, other materials, etc. for making the Rangoli.
- 7) The evaluation shall be based on the visualization, delivery of the subject, colour scheme, elements, presentation and overall impact.

vii) Mehndi

(Individual Event)

- 1) Each participating College shall depute only 1 student participant.
- 2) The duration for completing the Mehndi shall not be more than 2 hours 30 minutes.
- 3) Only Mehndi shall be use.
- 4) Judgment will be based on following qualities.

viii) Spot Photography

(Individual Event)

- 1) Each participating College shall depute only 1 student participant.
- 2) The participant shall bring his/her own digital camera.
- 3) The digital camera shall have a memory card which shall be formatted by the judges before the commencement of the event.
- 4) The duration for completing the Photography shall not be more than 2 hours 30 minutes.
- 5) The participant shall submit only 5 best photographs on the subject/topic/theme given by the In-charge/s of the event.
- 6) No mixing, matching or morphing of photographs shall be permitted.
- 7) Application of software such as Photoshop, Picasa, etc. for enhancing images shall not be permitted.
- 8) The organizers shall have all rights for the use of these pictures as and when they deem it.
- 9) The additional instructions shall be announced at the time of commencement of the event.
- 10) The evaluation shall be based on the basis of impact, composition, technical quality and suitability for the specific theme.

ix) Installation

(Group Event)

- 1) Each participating College shall depute a team of minimum 3 and maximum 4 student participants.
- 2) Participants shall install or create an atmosphere related with the subject or title or theme to be announced on the spot by the In-charge/s of the event.
- 3) Participants shall create only one Installation whose size shall not be bigger than 5 feet x 5 feet x 5 feet.
- 4) The duration for completing the Installation shall not be more than 2 hours 30

minutes.

- 5) Participants may use all the material which they use in other art compositions like cartooning, painting, rangoli, poster, collage and clay modeling.
- 6) Participants may use waste material also which is available in the surroundings or may take any material from outside also.
- 7) Participants shall not be allowed to use any already composed images or forms available in the market. They shall compose or create their own image with the raw material.
- 8) The evaluation shall be based on the visualization, delivery of the subject, handling of medium, synchronization, composition, presentation and overall impact.