Commercial

Definition

Commercial dance is created primarily for entertainment contexts such as music videos, concerts, television and fashion shows.

- It draws on influences including Street, Jazz and other dance forms, shaped into a polished choreographic performance.
- Choreography is driven by the music, mood, concept or narrative. Movement can draw from established styles or be created specifically for the work, while the overall performance retains a recognisable Commercial quality.
- The emphasis is on impact, stylistic confidence and execution.
- Storytelling or narrative is optional and is assessed only when it contributes to the choreography.

Marking Criteria

TECHNIQUE	30 points

- Accurate execution of the movement vocabulary presented
- Body control, dynamics and weight placement
- Use of levels and directional changes
- Clarity of lines, angles and shapes
- Technical demands appropriate to the choreography

MUSICALITY	20 points

- Connection to rhythm, syncopation and musical accents
- Timing, flow and use of pauses
- Synchronisation where required
- Response to musical layers, including percussion, melody, vocals and lyrics

ARTISTRY AND PERFORMANCE	30 points

- Commercial style and stage presence
- Personality, character and stylistic authenticity
- Precision and unity
- Confidence and commitment
- Physical energy and athleticism suited to the choreography

CHOREOGRAPHY 20 points

- Originality and structure
- Consistent choreographic flow
- Effective use of style
- Purposeful use of the stage
- Development of concept or narrative when used

Notes to Avoid Confusion with Street

- Street dance originates from culturally rooted styles such as Hip Hop, Breaking, Locking, Popping, Krump, House, Waacking, Dancehall and others. These forms evolved in social settings such as clubs, battles and community gatherings, using authentic movement vocabulary.
- Commercial dance is performance driven, often blending styles and focusing on a polished, stylised presentation.