Vivid sensations deepen the experience of the creative work and heighten the power of its messages and the potential for change.

Consider:

- How does the work highlight or challenge sensory expectations?
- How do the sensory responses relate to the social, civic, or justice intentions of the work?
- How do sensory elements affect people’s experience of the creative work? Does the work elicit purposeful discomfort, the impulse to talk or tell a story, or physical responses (movement, vocal, facial expressions, etc.)?
- How do sensory choices engage the imaginations of audience members?