

= Slow Fade =

" Slow Fade " is a song by Christian rock band Casting Crowns . Written by Mark Hall , it was released as the third single from Casting Crowns ' 2007 studio album The Altar and the Door . Written after the public falls from grace of several church leaders , " Slow Fade " is a cautionary tale against making the wrong choices . It was positively received by music critics , who praised the song 's lyrical theme .

" Slow Fade " had moderate success on Christian chart formats , peaking at number five on the Billboard Christian Songs chart , number seven on the Billboard Hot Christian AC chart , and number nineteen on the Radio & Records Christian CHR chart . The song 's music video , which was produced and directed by the Erwin Brothers , depicts a family slowly deteriorating due to the compromising decisions they have made . It won the award for Short Form Music Video of the Year at the 40th GMA Dove Awards .

= = Background and composition = =

" Slow Fade " was written in the " light of the well publicised falls from grace of several high profile church leaders " . According to lead vocalist Mark Hall : " Nobody falls , it 's just a slow fade . It 's a series of minor compromises until you 're in a place you never thought you 'd be , doing things you never thought you 'd do and rationalising all of it " . He continued by saying that : " As believers , as men , if we 're not guarding our relationship with God , we 're going down . There 's too much going against us . If we 're not careful , we 're going to crash and burn " .

" Slow Fade " is a song with a length of four minutes and thirty @-@ eight seconds . According to the sheet music published by Musicnotes.com , " Slow Fade " is set in common time in the key of D major , with a tempo of 80 beats per minute . Mark Hall 's vocal range in the song spans from the low note of A3 to the high note of G5 . A ballad , " Slow Fade " is " a cautionary tale urging believers to make the right choices " .

= = Reception = =

" Slow Fade " met with mostly positive reception from music critics . Jared Johnson of Allmusic noted it had a " mature rock theme " and " showcased more grunge guitar than could be heard on all of Lifesong " . In reviews for Billboard and CCM Magazine , Deborah Evans Price praised the song as " compelling " and an example of Mark Hall 's ability to write " stirring anthems " and " achingly vulnerable , introspective songs " . Andree Farias of Christianity Today praised the lyrics as " full of great ideas about spiritual apostasy " but said the arrangement " leaves the impression that [Mark] Hall and company are bored or tired " .

= = Chart performance = =

" Slow Fade " debuted at number twenty @-@ eight on the Billboard Christian Songs chart for the chart week of August 23 , 2008 . It advanced to number nineteen in its fifth chart week and to number fifteen in its sixth . In its eleventh chart week " Slow Fade " entered the top ten , moving to number nine . It advanced to its peak position of number five in its eighteenth chart week , the week of December 20 , 2008 . In total , " Slow Fade " spent twenty @-@ nine weeks on the Christian Songs chart . It also peaked at number seven on the Billboard Hot Christian AC chart , which it spent thirty weeks on , and number nineteen on the Radio & Records Christian CHR chart .

" Slow Fade " ranked at number thirty @-@ three on the 2008 year @-@ end Hot Christian AC chart . It ranked at number thirty @-@ five on the 2009 year @-@ end Hot Christian AC chart and number fifty on the 2009 year @-@ end Christian Songs chart . On the 2000s decade @-@ end Hot Christian AC chart , " Slow Fade " ranked at number ninety @-@ five .

= = Promotion = =

Produced and directed by the Erwin Brothers , the music video for " Slow Fade " was shot in Birmingham , Alabama . The video depicts a deteriorating family slowly fading because of the compromising decisions they have made . It premiered on Yahoo ! Music on May 21 , 2008 , receiving placement of the website 's front page . It was included on Casting Crowns ' live album The Altar and the Door Live and won the award for Short Form Music Video of the Year at the 40th GMA Dove Awards .

Casting Crowns performed a " haunting " rendition of " Slow Fade " at a concert on March 22 , 2008 at the Jacksonville Veterans Memorial Arena in Jacksonville , Florida . At a concert on February 3 , 2010 at the Sprint Center in Kansas City , Missouri , Casting Crowns performed it as the third song on their set list . At a concert on February 28 , 2010 in Hershey , Pennsylvania , they performed the song as part of their set list .

= = Credits and personnel = =

Credits lifted from the album liner notes .

= = Charts = =