

“Beneath the Surface” Art Contest – Judging Score Sheet

Each artwork submission will be rated based on the following criteria. A scale from 1-10 (10 for outstanding) will be used.

1. First Impression

- Captures attention
- Visually interesting and engaging
- Project is professionally crafted with an aesthetic quality*

*Definition: Aesthetic quality is the use of design elements, principles, techniques and materials to provoke a mood or a response by the viewer.

____/10

2. Creativity

- The project is unique
- The artist has used their chosen media in an interesting/new way
- The images are visually appealing

____/10

3. Theme

- Artwork reflects the theme “Beneath the Surface”
- Interpretation of the theme is creative and memorable
- Artist statement explains how the artwork relates to the theme and the need for plain and standardized packaging as a means to stop tobacco industry advertising.

____/10

TOTAL SCORE = ____/30