

# A “SUBJECTIVE” FRAMEWORK FOR JUDGING COMPETITIONS

## ASPECT

## CRITERIA

	1 point	2 points	3 points
<p><b><u>Impact</u></b> (first impression)</p>	Arouses no interest/emotion appeal even after study	After some study has an impact	Knocks socks off initially/after consideration has strong emotional impact
<p><b><u>Concept</u></b></p>	Have seen it many times – counted tripod holes	A new twist on a common image	Never seen this approach before
<p><b><u>Execution</u></b> (including presentation)</p>	Many aspects or a major aspect not right for this concept	A small number of minor aspects not right	Totally appropriate for concept
<p><b><u>Satisfaction</u></b> (for panels include balance)</p>	Image has no attraction/appeal	“nice” but not “nice” enough to want	Would pay to have/wish I had produced

**POINTS: 12 MAX POSSIBLE; 1/2 POINTS ALLOWABLE**