



NATIONAL LEAGUE OF AMERICAN PEN WOMEN, INC.

**SARASOTA BRANCH**

[WWW.SARASOTAPENWOMEN.ORG](http://WWW.SARASOTAPENWOMEN.ORG)

## **LAUNCHING LEADERS IN THE ARTS - 2022**

### **CRITERIA FOR JUDGING**

Since art is very subjective, judging criteria are necessary in an art contest so that the members of the judging panel can make a fair decision and choose a winner. The use of these criteria has been deemed necessary for an art piece or image. Any image, art piece, or photograph will reveal some measure of these elements, while a visually superior piece or image will reveal obvious consideration of each one.

**VISUAL IMPACT** — How strong is your first impression? Are you compelled to come closer?

**TECHNICAL EXCELLENCE** — This is the quality and clarity of the image or object as it is presented for viewing. Does the artist exhibit good control over their medium? This speaks to the light, color balance, sharpness, and mood or style of the art.

**COMPOSITION/DESIGN** — Proper composition holds the viewer in the image and prompts the viewer to look where the artist intends. Does the design pull you through the piece to the center of interest, encouraging you to continue to view it?

**CREATIVITY** — Is it an original idea, a fresh take on an old one? Did the artist use imagination in their expression by the medium to convey an idea, message or thought?

**PRESENTATION** — The image should have a finished appearance. Mats, borders, frames should support and enhance the image. Do the colors of the framing complement the art? Is it clean and well done?