

Guidelines for Calendar Contest Judges

2018 Theme: "Migratory Birds Bring Me_____"

(artist MUST choose one to three of their own words to complete this thought)

Literature

Clarity:

Is it possible to summarize the central point in a single sentence?

Originality:

Is there evidence of original thinking in either the content or in its style, or both?

Accuracy:

Is any scientific information (i.e., any details pertaining to the species or habitat discussed) accurate?

Expression of Theme:

Does the writing focus on the specifics of the writer's chosen words or phrase? Is the message clear and consistent?

Poster

Visual Impact:

Does the use of color, contrast, and composition draw your attention in a positive way?

- **Use of Color** - Does the use of color (numbers and kinds of colors used) make the entry stand out in a striking, yet pleasing way compared to others?
- **Use of Contrast** - Does the artist use varied color, pattern/textures, and composition to draw attention in a pleasing way?
- **Use of Composition** - Does the artist place elements on the page in an interesting way that captivates your attention?

Creative Concept:

Is the art original, creative, and interesting?

Expression of Theme:

Does the artist focus the art on the chosen words or phrase well?

Interaction:

If there are words on the poster, do they interact well with the art?