

# Guidelines for Calendar Contest Judges

## 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 this year's theme ("Alaska's Birds – Colorful and Camouflaged")? 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:

This year's theme is "Alaska's Birds – Colorful and Camouflaged." Does the artist focus on this theme well?

### Interaction:

If words are used, do they interact well with the art and add to the expression of the theme?