

# **Judging Criteria for Photography/ Graphic Design**

*Media Technology Festival entries will be rated on a scale of 0-4 based on the following criteria.*

- Composition** The principles of art composition apply to still photography and graphic design. The use of line, texture, forms, and color creates interest. An element of composition is grouping of forms. Composition should also include balance in relation to form and color. Colors need to be distributed throughout the product. Composition may also include movement.
- Content** The element of content deals with the overall choice of subject matter: it should be appropriate, timely, and well thought out, and have a purpose and theme. (In Graphic Design, content should also be accurate.)
- Creativity/  
Originality** The element of creativity applies to the novelty of the product; the subjects in the product should be presented in an unusual or interesting manner.
- Aesthetic Quality** Product is pleasing to experience. Forms or parts of forms must be aesthetically arranged.

## **Photography only:**

- Cropping/Framing** The element of cropping means that the subject should be emphasized to be the focal point of the composition, with unwanted objects or borders deleted from the product.
- Processing** The element of processing refers to the focus and clarity of the product; colors should be sharp, subjects should be focused, and the product should be well developed from edge to edge.

## **Graphic Design only:**

- Enhancements** Product contains creative use of tools and special effects available through the technology utilized.