



## Evaluation Criteria

Arteast Awards Exhibition aims to enhance visibility of its members and to celebrate their artistic achievements by providing awards based on a jurying process. Three independent jurors, non-Arteast members, each provide an overall score for each artwork based on three primary evaluation criteria:

### 1. Originality

- Does the work show something new, emerging or cutting edge?
- Does the work look distinct and original?
- Is the technique new or developed in practice?
- Is the artist using a traditional technique in a new or unusual way?

### 2. Mastery of Technique

- Does the work present high-quality craftsmanship, mastery and skill?
- Does the Artist have mastery of the medium and associated techniques?
- Are materials used in a skillful way?
- Does the work look well planned and composed?
- Do the shapes, patterns, values and colours present good design?
- Is there effective use of varying tonal values?
- Is the use of colour effective?
- Does the work look finished?

### 3. Artistic Vision

- Does the artist have a clear subject matter or style?
- Is there a vision or story told in the presented work?
- Does the artist engage the viewer with emotional, intellectual, and -or historical context?