

Nailympia®

ONLINE

SECOND EDITION

www.nailympia.com

In association with **scratch**
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POSTER - MANICURE

Natural, nude or French (NO art) - one or two hands

JUDGE 1

Instant Impact

Does the image have a 'wow factor' that commands attention? Are your eyes drawn to the nails in the overall image? **(10pts)**

Clarity of Image & Nails

Is the image finished professionally without too much post-production work that makes it look contrived and unrealistic? **(10pts)**

JUDGE 2

Overall Styling

Have all the elements of the image been considered and well executed with thought & consideration- ie. the hair, make-up, props, model choice, the nails etc. Or for hand only imagery - is the styling strong, powerful with a magnetic draw for the eye? **(10pts)**

Originality

The overall look must be an original interpretation; unusual & creative. Do you feel this is a new & exciting direction for nail imagery? **(10pts)**

JUDGE 3

Use of Colour & Lighting

Is the use of lighting clever? Has it added depth, dimension, highlights & shadows to the frame to bring the story to life? Has the lighting affected the overall feel & projection of the image & the observer's response to it? **(20pts)**

Execution of Concept

Assessing the styling, props, overall look & nail design, has the whole image been well brought together as an idea? Does it work as a nail image? **(20pts)**

JUDGE 4

Nail Finish

Is the nail finish beautiful, talented, creative, sharp, clean, crisp & skilled? (Glossy or matte depending on the intention of the creator). Pay close attention to the cuticle area and surrounding skin to observe the precision of the result. **(10pts)**

Professional Presentation

Does this image work as a nail magazine cover? Does it speak for & represent the manicure sector of the professional nail industry in an authentic, true yet exciting fashion? **(10pts)**

Total Score out of 100pts

1 - Unacceptable

2 - Not quite a 1, but still needs a lot of work

3 - Below average skill level

4 to 5 - Average skill level

6 to 7 - Above average skill level

8 - Very good, well on the way to a winning technique

9 - Virtually flawless, excellent skill

10 - Flawless in every way, no improvement possible

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