| MODEL NUMBER: | ` |
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| DIVISION: | |



| COMPETITOR NAME: | |
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Pedicure Poster

| Anahei | im Germany China Orlando Vietnam San Antor | nio L | London |
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| | Note: Feet (any design) - one or two feet - Online category | Total Possible Points | Total Points Given |
| 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? | 10 | |
| JUDGE 1 | CLARITY OF IMAGE & NAILS Is the image finished professionally without too much post-production work that makes it look contrived and unrealistic? | 10 | |
| | ENTRY TOTAL FOR JUDGE 1 | 20 | |
| 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 feet only imagery - is the styling strong, powerful with a magnetic draw for the eye? | 10 | |
| JUDGE 2 | ORIGINALITY The overall look must be an original interpretation; unusual & creative. Do you feel this is a new & exciting direction for nail imagery? | 10 | |
| | ENTRY TOTAL FOR JUDGE 2 | 20 | |
| 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? | 20 | |
| JUDGE 3 | 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 & foot image? | 20 | |
| | ENTRY TOTAL FOR JUDGE 3 | 40 | |
| 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. | 10 | |
| JUDGE 4 | NAIL DESIGN Does the nail design complement the theme? Has the design brought the concept to life through use of colour, art & styling? Please see text for the image to help with overall assessment. | 10 | |
| | ENTRY TOTAL FOR JUDGE 4 | 20 | |