



## **CRITERIA FOR ANALYSING AN ARTWORK**

It goes without saying that the evaluation of a painting must relate to its visual qualities and not its subject and that objectivity is required. For example, certain more conventional criteria, such as beauty, hardly apply to contemporary art. In these artworks, we will rather appreciate the authenticity, the expressive qualities of the painting, its originality, or the ideas it raises, rather than purely aesthetic criteria.

### **ACADEMIC CRITERIA WHICH APPLY TO JUDGING ANY FORM OF ART, ALL STYLES AND ALL SUBJECTS.**

**The following are some criteria to be considered:**

- Mastery of drawing, perspective, volume, etc.;
- Balanced composition of masses and values;
- Judicious use of dynamic lines;
- Colour harmony;
- Treatment and texture relative to the medium (here, dry pastel);
- Originality;
- The emotion factor! The work speaks for itself.

### **CREATIVITY AWARD**

The Creativity Award's purpose is to reward and promote creativity, innovation and personal interpretation among our artists. Here are the criteria to be considered by the jury:

- The subject: an unusual aspect regarding the subject, either in its message or in the manner it is presented;
- The technique: an innovative application showing a mastery of the medium;
- Any use of color, light, perspective or other artistic elements that strike the imagination and touch the viewer. In general, an artwork that inspires and whose originality is thought provoking. A professional work and a solid composition that has the potential to contribute to the development of art.