



MODEL NUMBER

EXTREME NAIL STYLING POSTER			
	1 HAND - 5 NAILS - ONLINE CATEGORY-	TOTAL POINTS POSSIBLE	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	
	CLARITY OF IMAGE & NAILS Is the image finished professionally without too much post-production work that makes it look contrived & unrealistic? Do not digitise this image, no Al elements- no collage or contrived background to be seen.	10	
ENTRY TOTAL FOR JUDGE 1 (20)			
JUDGE 2	OVERALL STYLING Have all the elements of the image been considered & well executed with thought & consideration? Is the styling strong, powerful with a magnetic draw for the eye?	10	
	ORIGINALITY It must be an original interpretation; unusual & creative. Do you feel this is a new & exciting direction for nail imagery? ENTRY TOTAL FOR JU	10 JDGE 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	
	EXECUTION OF CONCEPT Has the whole image been well brought together as an idea? Does it work as a nail 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	
	PROFESSIONAL PRESENTATION Does this image work as a nail magazine cover? Does it speak for & represent the professional nail industry in an authentic, true yet exciting fashion?	10	
ENTRY TOTAL FOR JUDGE 4 (20)			
JUDGE 8	OVERALL LOOK - STRUCTURE Has this set got a structural WOW factor – assess the complexity of the nail structures, shape, form & architecture.	20	
	LENGTH The length of the nail is more than 2" inches from the cuticle on all 5 nails & appears uniform on all 5 – even if shapes may vary.	10	
ENTRY TOTAL FOR JUDGE 5 (30)			
JUDGE 6	NAIL SHAPES The shapes showcased across the hand are strong, uniform & consistent with the styling expected from the shape chosen on each finger. Is this skilled & thorough work?	20	
	COMPLEXITY Assess the complexity of the nail sculpting.	20	
	ENTRY TOTAL FOR JU	JDGE 7 (40)	