

Judging Criteria

The judging of submissions for the 2024 Pendleton Round-Up Poster Competition will be based on a comprehensive set of criteria designed to identify works that are not only aesthetically pleasing but also embody the spirit and essence of our event. Each entry will be evaluated on the following key aspects:

1. Creativity and Originality:

- Judges will assess the uniqueness and creative approach of each submission. Innovative use of concepts, styles, and techniques will be highly valued.
- The artwork should display the artist's originality in interpreting the theme and subject matter.

2. Relevance to the Theme:

- The artwork must align with the theme of the Pendleton Round-Up. This includes an accurate and engaging representation of the event's culture, traditions, and spirit.
- The entry should resonate with the theme and evoke the essence of the Round-Up experience.

3. Artistic Technique:

- Technical skill and mastery of the chosen medium will be critically evaluated. This includes the use of color, texture, composition, and other artistic elements.
- The quality of execution, attention to detail, and overall craftsmanship will be considered.

4. Overall Impact and Appeal:

- The overall effect of the artwork will be judged. This includes the emotional response it elicits and its capacity to captivate and engage the viewer.
- The artwork's potential to attract attention and leave a lasting impression will be a key factor.

5. Visual Communication:

- The ability of the artwork to clearly convey its message or theme to the audience.
- The effectiveness of the artwork in terms of visual storytelling and communication of ideas.

6. Suitability for Promotional Use:

- Consideration will be given to how well the artwork would translate into a poster and its effectiveness in promotional contexts.
- The potential for the artwork to represent the Pendleton Round-Up in various formats and mediums.

The judging panel, comprising experts in art and design, as well as representatives from the Pendleton Round-Up community, will evaluate each submission holistically. The decisions made by the panel will be final, aiming to ensure a fair and unbiased selection process that honors artistic merit and aligns with the values and spirit of the Pendleton Round-Up. This competition is not just about creating a poster but also about personal and artistic growth, community engagement, and gaining a broader understanding of the cultural significance of the Pendleton Round-Up.