

# Nailympia<sup>®</sup>

ONLINE

SECOND EDITION

[www.nailympia.com](http://www.nailympia.com)

In association with **scratch**  
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## EXTREME NAIL STYLING POSTER

**Theme: Light Warrior - Poster depicting one hand with 5 nails**

### 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 professional nail industry in an authentic, true yet exciting fashion? **(10pts)**

### JUDGE 5

#### Overall Look - Structure.

Has this set got a structural WOW factor – assess the complexity of the nail structures, shape, form & architecture. **(20pts)**

#### Length

The length of the nail is more than 2" inches from the cuticle on all 5 nails and appears uniform on all 5 – even if shapes may vary. **(10pts)**

### JUDGE 6

#### Nail Shapes

The shapes showcased across the hand are strong, uniform and consistent with the styling expected from the shape chosen on each finger. Is this skilled & thorough work? **(20pts)**

#### Complexity

Assess the complexity of the nail sculpting. **(20pts)**

### JUDGE 7

#### Theme

How well does the nail style fit the theme - Light Warrior? Does it show skill, imagination, outside of the box-style creativity as well as a strong sense of colour theory? **(10pts)**

**Total Score out of 180pts**

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