

# Nailympia<sup>®</sup>

ONLINE

SECOND EDITION

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

In association with **scratch**  
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**STYLE FOR MARKETING CARD - Natural Nail Chic (A5 size or larger)**  
**Present 3 images - pedicure, manicure, artificial nails: show design & French Nail polish/french/natural look with minimal art/reality art as requested by everyday clients - NO ACRYLIC / HARD GEL**

## JUDGE 1

### Instant Impact

Does the collage have a 'wow factor' that commands attention? Are your eyes drawn to the nails in this collage of images? **(10pts)**

### Clarity of Image & Nails

Is the collage a clear journey & all images in focus? Are the nails well photographed? (Evaluate if too much post production/editing has taken place & nails appear contrived & unrealistic) **(10pts)**

## JUDGE 2

### Overall Styling

Have all the elements of the collage been considered and well executed with thought & consideration- does it work as a collage of imagery presenting a nail business? **(10pts)**

### Originality

The overall look must be an original interpretation; unusual, striking & creative. Does the collage project this? **(10pts)**

## JUDGE 3

### Complexity & Effort

Does this collage showcase skill, intelligence, creativity & marketing acumen? **(10pts)**

### A Portfolio Presentation

Did the nail professional present his/herself well? How likely are you to sign up as a client based on this portfolio? **(20pts)**

## JUDGE 4

### Design & Layout

Has the card/advert been designed with creativity & intelligence? Does the eye move comfortably across the scene viewing a desirable colour palette. **(10pts)**

### Marketing Prowess

As a marketing tool, does this A5 window into the nail tech's business give a strong & overall feel their business & offering? Can you feel their style & personality in this marketing montage? Does it offer the correct business insights? **(20pts)**

**Total score out of - 100pts**

1 - Unacceptable

2 - Not quite a 1, but still needs a lot of work

3 - Below average skill level

4 to 5 - Average skill level

6 to 7 - Above average skill level

8 - Very good, well on the way to a winning technique

9 - Virtually flawless, excellent skill

10 - Flawless in every way, no improvement possible

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