

# Poster - Art

## RULES & GUIDELINES



**Ready to showcase your nail art skills in our “Country Western” themed Poster - Art category? Your task is to create an image suitable for a magazine cover, highlighting a minimum of 5 nails – it's your choice which 5 nails to feature. Ensure both the image and nails capture the essence of the Country Western theme. Let your imagination soar with cow prints and tassels... There are no limitations on creativity but remember to incorporate a minimum of 3 different nail art mediums into your design. You may choose to collab with a team of photographers, makeup artists, and hair stylists if you wish, but remember - when it comes to the nails, it's all you! Adhere to these straightforward rules and guidelines, allowing yourself to be carried away by inspiration. If desired, provide a brief description of the techniques used or delve into the meaning/concept behind your work. Let the enchantment of nail art begin!**

- This is an online submission category.
- Theme is set by New Zealand Nail Competition. Theme is: Country Western.
- Both the nails and the overall image should be styled in the set theme.
- Entries must be emailed to [nznailcomp@gmail.com](mailto:nznailcomp@gmail.com) before 12pm NZ time the due date of submission. May 31st 2024
- The poster must be in A4 format, like the cover of a magazine.
- Smart phone images are acceptable - For best results, please upload images of at least 2560 X 1440 pixels in resolution. Our platform automatically optimizes your images for best quality for online Judging. This means that, unless your file is over 25MB, we do not need to resize or compress it before uploading.
- A minimum of 5 nails must be highly visible. This can be any 5 nails.
- The nail art may be as minimal or as extreme as you like.
- Nails can be any shape or length.
- Nails can be created on your model or in a press on nail type fashion.
- At least 3 mediums must be used in your nail design.
- Competitors are allowed to use the following nail art media: including but not limited to all types of polishes, gels, acrylics, paints, rhinestones, pearls, foils, chrome and iridescent powders.
- The photo may be edited but strictly no editing should be done to the nails. This is an important rule to follow with the upraising of AI nail art.
- You may use photographers, makeup artists and hair stylists but ALL NAIL WORK must be the competitors only.
- If the Model is under 16 years of age the parent/guardian must give permission.
- When you enter this category, you are allowing New Zealand Nail Competition to use the image for any and all marketing/promotional purposes.



# Poster

## JUDGING CRITERIA



- **PHOTOGRAPHIC IMPRESSION**

A few things to consider, is the image clear. Do the nails take center stage and does the overall picture/design reflect the allocated theme.

- **EXPERTISE AND TECHNICAL SKILL**

The aim here is to demonstrate your technical abilities and how well you can execute those skills. Looking at the overall design, is it the best reflection of your skill level? Is it reflective of the division you're competing in?

-**Technical abilities** involve taking the practical knowledge of a skill or technique and demonstrating it.

- **COLOUR THEORY**

Colour has the ability to evoke feeling and direct focus.

Consider how the colour palette works in harmony to complement the overall design. For example, in creating contrast or to showcase the design in a way that emphasises any key elements or feelings.

- **PRODUCT KNOWLEDGE**

This is an opportunity to demonstrate your vast product knowledge. Remembering if required to incorporate at least 3 nail products/mediums into your design and use them in an artistic and creative way. Consider how the nail art mediums complement each other and make sense to the overall design.

- **VISUAL DESIGN**

It's all about balance and flow. When considering the design concept, it's important to show a visual rhythm throughout the artwork. Is it in symmetry and does the image flow.

Basically, is it too busy or too sparse.

- **PRODUCT CONTROL AND WORKMANSHIP**

This is a chance to showcase our ability to maneuver and manage nail products.

For example, has your gel been applied evenly without streaks, transparent patches, bubbles, pitting or dull/shiny spots -depending on the finish. If glitters or other nail art supplies (such as foil) are used consider the finish, is it controlled and sitting where it was intended.

The finishing touches, once the piece is complete are there are any imperfections left behind from creating the nail art design. ie; smudged polish, dust, excess adhesive around embellishments etc.

- **UNIQUENESS**

It's good to think outside the box and express yourself creatively. Aim to show a creative interpretation of your concept, whether that be through colour, design, theme or something depicted in a new or different way.

- **OVERALL IMPRESSION**

They say don't judge a book by its cover, but first impressions are important. What is the initial feeling you're wanting to evoke; have you captured that in the design?

Now looking past first impressions of the artwork, does the image draw you into new elements.