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brand design digital

Fearless Creative Competition 2025: Judges' Feedback

What Judges Look For

The judging panel will evaluate each entry based on key creative and technical criteria. Here's what they'll be considering:

1. Originality & Creativity

- Is the work fresh, unique, and innovative?
- Does it take risks or challenge conventions?
- Is there a clear personal or distinctive style?

2. Concept & Theme Relevance

- Does the piece align with **Dare to Be Different**?
- Is there a strong, thought-provoking idea behind it?
- Does it communicate a message or emotion effectively?

3. Execution & Technical Skill

- Is the work well-crafted and polished?
- Are technical elements (e.g., composition, structure, sound quality) executed to a high standard?
- Does the medium chosen enhance the impact of the piece?

4. Impact & Engagement

- Does the work evoke a reaction from the viewer/listener?
- Is it memorable or thought-provoking?
- Does it invite interaction or contemplation?

5. Supporting Work & Development

- Have you provided insights into your creative process?
- Are research, sketches, drafts, or storyboards included where applicable?
- Does the supporting material strengthen the final submission?

Common Feedback from Judges

"A strong concept but could push the idea further." – Make sure your idea is fully developed and communicated clearly.

"Great execution, but the connection to the theme needs to be stronger." – Ensure your work clearly ties into the brief.

"Technically brilliant, but lacks emotional impact." – Think about the story or feeling behind your piece.

"Creative risk-taking is encouraged!" – Play with unconventional ideas, structures, or techniques.

How to Improve for Future Entries

- **Refine Your Concept:** Spend time brainstorming and developing your ideas before creating.
- **Experiment & Iterate:** Try different approaches, mediums, or styles.
- **Tell Your Story:** Use your artist statement to clearly express the meaning behind your work.
- **Seek Feedback:** Get opinions from peers, mentors, or educators before submitting.
- **Polish the Presentation:** Make sure your final submission is high-quality and formatted correctly.

Need More Guidance?
Check out past winning entries or reach out to us at **hello@wearehue.co.uk** for advice!

We're excited to see how you **Dare to Be Different!**