



Art Competition: Midlands Magic Through Our Eyes

Official Judging Rubric & Guidelines



Two-dimensional artwork rubric

The artwork demonstrates an exceptional level of artistic ability and depth.

The artist shows a rich command of visual language, with each element - line, texture, colour, form, and composition, used deliberately and confidently. The work goes beyond technical competence, revealing insightful interpretation, thoughtful decision-making, and a strong personal vision connected meaningfully to the theme "Midlands Magic Through Our Eyes."

The artist's observational skills and subject knowledge are powerfully expressed, evident in accurate details, convincing stylization, or highly imaginative reinterpretations of real Midlands environments, stories, or cultural elements. The artwork feels carefully studied or deeply understood rather than superficial.

This may include references to Midlands landscapes, textures, architecture, flora and fauna, craft traditions, water features, rural scenes, or cultural symbolism - presented in a way that feels fresh and personal.

The final presentation is outstanding and highly original. Every aspect - format, layout, craftsmanship, finishing, and choice of materials - reinforces the concept and enhances the viewer's experience. The work appears polished, intentional, and exhibition-ready, showing fluency and maturity far beyond standard expectations.

Overall, the artwork leaves a strong impression of creativity, mastery, and unique perspective, successfully capturing the "magic" of the Midlands in a way that is memorable and artistically compelling.

Photographic Rubric

The photograph demonstrates exceptional technical and creative ability. The image displays a richness of detail, strong visual clarity, and a refined command of photographic principles such as lighting, exposure, composition, colour harmony, and timing. The photographer's choices appear deliberate and confident, resulting in an image that feels both fluent and expertly crafted.

The work is insightful, revealing a thoughtful and meaningful interpretation of the theme "Midlands Magic Through Our Eyes." The photograph does more than document a scene, it conveys emotional depth, atmosphere, and a unique point of view rooted in the Midlands region. The sense of place is communicated with power and sensitivity, whether through landscape, architecture, texture, culture, environmental details, or symbolic visual choices.



MIDLANDS MAGIC

ART AND PHOTOGRAPHY COMPETITION

Photographic Rubric

The photographer's observation skills and understanding of the subject are strongly evident. Details are captured with intention, and the image shows careful study of the environment, light, form, movement, season, or mood - reflecting a deep connection to the Midlands and an ability to translate that knowledge visually.

Evidence of creativity in angle, timing, composition, subject arrangement, or post-processing enhances the originality of the image.

The final presentation is outstanding and distinctive. The photograph is well-finished and professionally prepared, whether printed or displayed digitally. Attention to colour accuracy, sharpness, contrast, cropping, and overall aesthetic cohesion contributes to a polished, exhibition-ready result that stands out for its artistry and craftsmanship.

Overall, the photograph leaves a powerful and memorable impression, capturing the essence and magic of the Midlands in a way that is compelling, imaginative, and beautifully executed.

Disqualification disclaimer on the creation of all artworks

Any AI-Generated Content Will Be Disqualified.

Tools prohibited include but are not limited to :

- Stable Diffusion / SDXL / SD models
- DALL·E
- Midjourney
- Runway Gen-2 / Gen-3 tools
- Adobe Firefly (AI content generation)
- AI-generated LUTs or enhancement filters
- GAN-based image synthesis (Generative Adversarial Networks)

All artworks submitted—whether two-dimensional works, photography, or mixed-media pieces—must be created entirely by the artist without the use of artificial intelligence (AI) tools or AI-assisted image generation at any stage of the creative process.

This includes, but is not limited to:

- AI-generated images, textures, or visual elements
- AI-assisted photo editing, compositing, or enhancement
- AI-based illustration tools
- Any content partially or wholly produced by machine-learning systems

Only original, human-created work is permitted.

Participants are expected to uphold absolute honesty, integrity, and discretion. Any artwork found to include AI-generated components—whether in concept development, execution, or final presentation - will be disqualified.

Judging Authority Disclaimer

All decisions made by the judging panel are final and binding. Judgments will be based on the collective expertise, professional backgrounds, and cumulative experience of the judges, each bringing a unique, informed, and dynamic understanding of artistic practice, visual culture, and creative interpretation.