

Categories:

- Multi-Image Use
- Single-Image Use

Questions:

- How well does the entry reflect an understanding of its target audience?
- How effective is the entry in addressing its objectives and achieving its goals?
- How effective is the composition?
- How effective is the focus?
- How effective is the lighting/use of contrast?
- How effective is the use of color or black-and-white?
- How well does the entry show creativity and innovation in its efforts?