

# Canterbury DigiAwards: Creative image



**Please note:** The bullet points outlined below are to help guide you in creating your entry and will inform the judges when marking your entry.

Area	Criteria
1. Compelling	<p>Student/s use artistic elements to create a <b>compelling</b> digital image that:</p> <ul style="list-style-type: none"><li>● engages the audience with a clear centre of interest</li><li>● tells a story</li><li>● contains elements that captures people's interest, e.g. lighting, shadow, expression, to create a sense of drama, atmosphere, or a type of mood</li><li>● challenges people to think</li><li>● makes people curious about something.</li></ul>
2. Technical	<p>Student/s use <b>technical elements</b> to make a digital image that:</p> <ul style="list-style-type: none"><li>● demonstrates the use of digital technology as an essential part of the creative process</li><li>● uses artistic techniques effectively, such as:<ul style="list-style-type: none"><li>○ colour</li><li>○ texture</li><li>○ perspective</li><li>○ contrast</li><li>○ composition</li><li>○ lighting</li></ul></li><li>● is edited effectively</li><li>● innovative in combining artistic elements with digital technology</li><li>● uses graphics or images that are free to use or modify (see <a href="#">Creative Commons</a>).</li></ul>
3. Creativity	<p>Student/s make a <b>creative</b> digital image that:</p> <ul style="list-style-type: none"><li>● is original – different from something people might normally see</li><li>● is imaginative – demonstrates a variety of ideas or a novel approach</li><li>● demonstrates a creative process, e.g. ways of exploring, working together, applying different techniques (this should be evident in the final product, but can otherwise be explained in the entry form when entering your project).</li></ul>
4. Theme development	<p>Student/s make a commercial that reflects the <b>2018 DigiAwards theme</b> or a <b>self chosen theme</b> that:</p> <ul style="list-style-type: none"><li>● clearly demonstrates aspects of this theme</li><li>● attempts to inform others about aspects of the theme or compels them to find out more about it.</li></ul>