

Jury Process: 14 South Artists Jury

We pride ourselves in recognizing artistic talent, supporting our fellow artists, and strengthening the arts community in south central Wisconsin.

Benefits of Being a Juried Member

- **All artists join 14 South Artists as Associate Members.**
- Artists who wish to display and sell their artwork at events sponsored by 14 South Artists must apply to become Juried Members.
- You must apply and go through the jury process *separately* for each *medium* that you would like to display and sell at 14 South events.
- Jurying into 14 South Artists only applies to admittance into 14 South Artists events (not events sponsored by other organizations).

How to Apply to Become a Juried Member

- **All artwork submitted to jury must be FINISHED / ready for sale or display.**
- Please submit 4-6 digital images (photos) of your work for each medium in which you intend to exhibit, plus a booth/gallery display image.
- Your photos should be submitted as digital images (300 DPI / jpg format) and sent electronically to membership@14southartists.com.
- Once your photos are received, you will be notified of the next Jury Event.
- Jury Events will typically be held quarterly on the first Wednesday in October, January, April, and July. Holidays will be rescheduled.
- Jury Events will occur in the evening, from 6:30 to 8:00 p.m. at the State Bank of Cross Plains in Oregon *or a similar venue*.
- A 6-foot table will be available for each artist; you are responsible for bringing any additional materials or equipment needed to display your artwork.
- Artists will set up a sample of their best artwork and be present from 6:30 to 7:00 p.m. Jury Members will have the opportunity to ask questions about your artwork and process during that time frame.
- From 7:00 to 8:00 p.m., you will leave the premises, to give the Jury Members time to evaluate each artist's work.
- At 8:00 p.m., you will return to collect your artwork.
- You will be notified within 2 weeks of Jury Event of the decision.

Jury Criteria & Categories

We use a 1-5 rating scale in the 4 categories listed below. The scores of the Jury Members will be *totaled and averaged* to find your score. To become a Juried Member, you must have an average score of 13 out of 20.

Originality / Creativity

Interesting to look at – artwork attracts and holds the viewer's attention

Creatively different than other artists using this medium

Portrays an original and unique artistic vision

Artwork has visual distinction, either with style, subject matter, or handling

Composition / Design

Composition has integrity – consideration of balance, edges, and points of interest

Design elements work together as individual parts, as well as a “big picture”

Artist understands how the eye is led by design, flow, and activation of work

Artist comprehends how color choice, value, depth, and light will affect the subject matter

Technical Skill & Technical Difficulty

Sound craftsmanship is detected—a finished piece of art that will last

Artist demonstrates understanding of medium and utilizes quality art materials

Skillful application, use, and combination of materials

Artwork reflects a direct, confident, and experienced look

Presentation

Artwork is presented in a finished, professional form, ready to be displayed or sold

Attractive setting or display adds to the finished work

Artistic challenge of the work captivates the observer

Thoughtful presentation of artwork that reflects artist’s style

Guidelines for Evaluating Artwork

Rating	Originality and Creativity	Composition and Design	Technical Skill / Difficulty	Presentation
1	Artwork is common, unoriginal, or uses an obvious pattern or mold. (I’ve seen too much of this.)	Uninteresting to look at; elements or colors clash. Work contains major distractions in the design, such as out-of-place elements.	Minimal skill level, flaws in final product that detract, poor control of medium	Not presented in finished form. Display elements distract from work, poor presentation.
2	Art is a slight variation of frequently seen artwork (I’ve seen a fair amount of this).	Doesn't catch viewer's attention. Elements or colors are boring, too centered, don't lead the eye.	Basic Skill level in use of medium, minor imperfections detract from completed work.	Presented in finished form; display elements neither add nor detract from the art.
3	Some originality, an unconventional use of common themes, materials, or molds. (I’ve seen this before, but this work is done in an interesting way.)	Catches attention but doesn't hold it for very long or it takes a while to be drawn in. Minor distractions with some elements.	Moderate skill level in use of medium, imperfections are minor and do not detract from the final product. Good control of medium.	Finished form, attractive display, reasonable presentation.
4	Original creative idea, unique materials, themes, or molds. Interesting to look at. (I’ve not seen this before.)	Catches viewer's attention and draws viewer in to examine it more closely. Good use of color and design to lead viewer's eye.	Respectable skill level, good control and some experimentation with medium, utilizes difficult techniques, no imperfections.	Attractive display, finished form, attractive presentation.
5	Artwork is exceptional, unique, and has a “wow” factor. (I want to see more of this.)	Intriguing and captivating. Creates fluid eye movement for observer, exceptional color and design.	Excellent skill and control of medium, flawless final product, utilizes complex, challenging techniques. Demonstrates creative use of medium and utilizes high quality materials.	Professional-looking finished artwork, exceptional setting, display elements add to the finished work.