Criteria for Judging

In choosing our fortnightly winners and the recipient of the grand final prize, the following will be taken into consideration:

How effectively the image responds to the stated theme
Artistic merit: composition, balance...is it a thing of beauty!
Public appeal: we don't want to cramp your style but images that can be said to resonate with the newsletter's audience of College of Business staff are going to have an edge.

Read that as you like we're not even sure what it means ourselves but when we see it...well, we'll understand.

Rules

1. Address that edition's theme (although you are free to be as creative as you like in terms of interpretation)
2. Be new, hitherto unpublished image, taken in response to each edition's theme (not an old photo from your album that just happens to match the theme)
3. Suitable for public consumption!
4. Participants must email their submission to businessevents@rmit.edu.au by 10am the Monday before the issue date
5. Only one entry, per person, per edition.
6. Fortnightly winners will be chosen by our honourable Business on Swanston Street Photo Challenge judge Narelle Browne, a photographer herself and graphic designer with Marketing in the International and Development Portfolio
7. Fortnightly winners will be eligible for the Quarterly Readers’ Choice Award which will be decided by newsletter poll after every 6 editions. The winner will receive a $50 Coles Myer voucher
8. Should there be a tie for the Quarterly Readers’ Choice Award, the winner will be chosen by the Business on Swanston Street judge
9. The major end of year prize winner will be chosen by the Pro Vice Chancellor Business – all fortnightly and quarterly winners will be eligible for this prize.
10. Open to College of Business staff only.