

Pandora's Ink Evaluation Criteria –

Rank	Originality	Craftmanship	Audience Engagement
4	<p>The work... develops content that is original or reimagined in an innovative way to fit the chosen medium. reflects cultural, personal, or even philosophical viewpoints that are unique. “transports” the audience to new, exciting, unexpected places. demonstrates a certain level of courage on the part of the creative – this might be in the topic they’ve chosen to discuss or the controversial way in which they discuss it.</p>	<p>The written work... has excellent mechanics, sophisticated language, and purposeful word choice and organized structure. thoughtfully incorporates layers of meaning, where characters also reveal complex personalities. includes a controlled mix of style and tone, and it is clear the writer has put lots of work into the piece, editing and reshaping it for a distinct purpose. The visual art... displays masterful technique. is in a medium that is used innovatively.</p>	<p>The work... is memorable and at times, vulnerable, starting discussions and evoking an emotional response. is relatable but also raises interest for a wider audience -- if the work is not to the individual taste of the editors, this does not preclude it from being published. is challenging to the reader, encouraging reflection and a shift in perspective. is able to form a deep connection with the audience and appeals to our sense of empathy.</p>
3	<p>takes a familiar idea and makes it feel fresh through a unique perspective. if the idea is original, the creative demonstrates some control over it, but there is room to deepen the execution.</p>	<p>The written work... has good mechanics and deliberate word choice. the structure supports the piece’s intent, though some sections could be improved. The visual art... is well-executed with attention to detail. needs minor adjustments to bring further impact.</p>	<p>holds the audience’s attention emotionally and intellectually. has a voice that feels distinct and engaging, yet possibly not relatable to a wide audience. evokes a clear mood or idea, but does not allow space for interpretation.</p>
2	<p>is somewhat unoriginal but shows some unique interpretation. alternatively, has an idea that might be original but is underdeveloped. struggles to refine the concept, leaving it feeling incomplete or unfocused within the chosen medium.</p>	<p>The written work... has mechanics that are mostly correct, but word choice is basic or repetitive. shows an attempt at structure, but it may not suit the content. The visual art... is technically adequate but lacks refinement.</p>	<p>has moments of interest but is not engaging. has visible intent, but is unevenly realized or forgettable. it does not offer reflection on the part of the reader, nor does it challenge or stimulate a response.</p>
1	<p>lacks originality, relying heavily on clichés or overdone themes. tries to develop an idea that is ambitious, but exceeds the creative’s ability to execute it effectively. feels confusing or incomplete because the concept is too complex for the chosen format.</p>	<p>The written work... contains frequent grammar, spelling, punctuation errors. Is structurally disorganized, and critical elements are missing or unclear. The visual art... has technical flaws like poor lighting, sloppy brushwork, and pixelated images. feels unfinished or hastily executed.</p>	<p>fails to connect with viewers altogether. has a tone that is flat. has a message that is unclear. feels irrelevant to any audience.</p>
0	<p>The piece is very clearly derivative of others’ ideas, has no unique qualities and seems totally under-developed. The grammar and semantics are unclear, making the piece difficult to read and follow. In short, there is too much work to be done to make this piece make any sense.</p>		