

Artful Transformation

City of Whitewater
Traffic Box Public Art Project, 2025

Artist Submission—Judging Sheet

Evaluation Categories and Criteria

Each application will be scored based on the following categories. A panel of judges will assign points for each criterion, with the highest possible total score being **100 points** (per judge). An average score among all judges will then be calculated.

1. Artistic Merit (30 points)

- **Creativity and Originality (15 points):** Does the design demonstrate unique and innovative artistic expression?
Score: _____ / 15

Comments:

- **Visual Appeal (15 points):** Is the artwork aesthetically engaging and suitable for the chosen location? Is the use of color and composition appealing?
Score: _____ / 15

2. Relevance to Community and Theme (25 points)

- **Connection to Whitewater (15 points):** Does the design reflect the City of Whitewater's culture, history, or identity?
Score: _____ / 15

Comments:

- **Alignment with Theme (10 points):** Does the proposal adhere to the project's stated goals and themes?
Score: _____ / 10

Comments:

3. Feasibility and Practicality (20 points)

- **Durability and Maintenance (10 points):** Are the proposed techniques suitable for outdoor installation and long-term use?

Score: _____ / 10

Comments:

- **Execution Plan (10 points):** Is there a clear and achievable timeline and budget?
Score: _____ / 10

Comments:

4. Artist Qualifications and Experience (15 points)

- **Portfolio Quality (10 points):** Does the artist's previous work demonstrate skill and consistency? Not fully applicable for WUSD and UW-W students.
Score: _____ / 10

Comments:

- **Relevant Experience (5 points):** Has the artist successfully completed similar projects? Not fully applicable for WUSD and UW-W students.
Score: _____ / 5
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Comments:

5. Community Engagement (10 points)

- **Local Involvement (5 points):** Does the artist have ties to the Whitewater community or collaborate with local organizations?

Score: _____ / 5

Comments:

- **Audience Appeal (5 points):** Will the design resonate with and inspire viewers? Is it relevant to the community and city culture?

Score: _____ / 5

- **Comments:**
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Total Score

Final Score: _____ / 100

Additional Comments/Recommendations:

Scoring Guidelines

- **Excellent (9-10 points):** Exceeds expectations; outstanding in quality and relevance.
 - **Good (7-8 points):** Meets expectations; well-developed and thoughtful.
 - **Fair (5-6 points):** Adequate; meets minimum standards.
 - **Poor (1-4 points):** Lacking in quality, detail, or alignment with project goals.
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