

AGTA Spectrum Awards™ Competition

Judging Procedures

The purpose of the Spectrum Awards Competition is to celebrate excellence in the creative and effective use of colored gemstones and pearls in original jewelry designs. The Spectrum Competition is the premiere promotion of AGTA and its world of color. The winning entries will be seen across the world in trade journals and consumer press, as well as being showcased at the AGTA GemFair™ in Tucson, Arizona.

Awards will be presented at the Spectrum Awards Gala on February 7, 2015.

Each piece will be judged on the following promotional and technical criteria:

Promotional

1) Ability to Generate Colored Gemstone Publicity

Technical

- 1) Quality of Gemstones
- 2) Quality of Workmanship
- 3) Effective Use of Materials
- 4) Design Esthetic & or Innovation
- 5) Overall Beauty & Wearability

Round 1 Elimination – All pieces will be reviewed independently by each judge. At this point all pieces that 5 or 6 judges do not feel meet the evaluation criteria and do not merit further considerations by the judges will be marked “NO” on the judging form.

Entries that receive a “NO” vote from 5-6 judges will be removed.

Round 2 Elimination – Depending on the number of entries remaining, the Competition Chairman will elect to either:

- 1) Conduct a Second Elimination Round, where 4 of 6 judges “NO” votes will result in entry being removed.
- OR
- 2) Proceed to the Scoring Round

All entries that receive four or more out of six “NO” votes from the judges will be removed from the competition.

Scoring Round – Each judge will review the remaining pieces and score each piece according to the evaluation criteria. The evaluation criteria are divided into two categories, Promotional and Technical (listed above). Each scoring category is worth a maximum of 5 points (1-5, with 5 being the best). The six categories will have a total point value of 30 points. The items will be scored within their Spectrum entry class. The totals will be made and items arranged accordingly.

The scores are then tallied. The top 10 pieces in each division will be placed on the tables in order of their scores, from highest to lowest.

Placing Round – The six judges review the sequence and score again to determine the winners. The items will be placed on tables from highest to lowest scores. The judges can exercise the right to review and ask for another scoring...at least 5 of the 6 judges must agree to re-score the finalists. The top three are the first, second and third place winners in each of the five divisions.

Honorable Mentions – The judges have the option to award Honorable Mention Awards based on the base-point values. They can determine that up to two (the next highest point values) can receive this honor. Then the three winners will get awards and 1 or 2 honorable mention winners will receive an honorable mention certificate and inclusion in press releases.

Manufacturing Honors – will be discussed prior to judging.

Fashion Forward Honors – will be discussed prior to judging.

Best Use of Color, Best Use of Pearls, Best of Show – After the category winners are chosen, the five judges will select up to three entries, then confer to select one winner in each of the “Best of” categories. These criteria may be considered:

Promotional

- 1) Ability to Generate Colored Gemstone Publicity
- 2) Broad-based Consumer Appeal
- 3) Role of Gemstone(s) within the Design*
- 4) Combination of Color*

Technical

- 1) Overall Beauty & Wearability
- 2) Innovative Design
- 3) Effective Use of Materials
- 4) Quality of Gemstones
- 5) Quality of Workmanship
- 6) Quality of Material

The same 5 point system will be used, with a 50 point total maximum. This will be at most, a three round process of evaluation, discussion and scoring to determine a “Best of” winner.

During the judging process, the six judges, the CEO and the Spectrum Committee Chairman will be in the room. The CEO and Committee Chairman will be there solely to answer questions from the judges. The AGTA Staff will be present to assist the judges in removing and/or arranging the entries as needed.