

RULES OF PROCEDURE OF THE JURY

The 5-member jury consists of established representatives from the fields of advertising and design, as well as representatives related to the theme of the competition:

Luka Bajs, Executive Creative Director, Shift, Chair of the Jury

Martina Kokovnik, Graphic Designer

Ajdin Bašić, Graphic Designer

Aleksandra Pavlič, Communications Specialist, CNVOS

Bor Klemen Mencin, Independent Creative

The jury will evaluate all works meeting the competition criteria, applying the following evaluation criteria:

- Message clarity (alignment with creative guidelines),
- Technical compliance (adherence to the competition documentation),
- Adaptation to the specifics of TAM-TAM city posters,
- Originality,
- Innovation,
- Communication clarity (action-oriented messaging),
- Positivity of the message.

All members vote and make decisions based on their professional knowledge and integrity. Decisions are made independently, with all members having equal standing.

Evaluation is conducted in two rounds:

- In the first round, the jury selects works for the shortlist based on scoring.
- In the second round, the jury determines the winner and ranks the second and third places.
- The winner is decided by consensus. If consensus cannot be reached, the winner is determined by voting.

Jury members who are directly or indirectly connected to the creation of a submitted work must neither evaluate nor comment on it. Such exclusions, both in the first and second rounds, must be taken into account when determining the average score for the respective work.

The jury's decision is final, and appeals are not allowed.

The Rules of Procedure for the Jury form part of the COMPETITION DOCUMENTATION.