VISTAS Ecology Visualization Contest
Judging Criteria

Entries will be judged according to documented scientific visualization criteria, e.g.,

- Does the image tell (or help tell) a compelling story about environmental phenomena?
- Would the data depicted in the image be otherwise difficult to understand or describe?
- Does the image make good use of color and is aesthetically pleasing?

In particular, we will be using a slightly revised set of criteria from the NSF/Popular Science Visualization Challenge, aka The VIZZIES:

- **Visual Impact:** A successful entry provides viewers with new scientific insight, is visually striking, and conveys some skill and expertise in the chosen medium. It conveys some understanding (even if intuitive!) of fundamentals and principles of design and is executed with factual accuracy.
- **Effective Communication:** A successful entry communicates in a clear and understandable manner. It uses plain language, both imaged and written, in the entry and accompanying text. An entry also must convey an environmental science or ecological principle, concept, result, or idea.
- **Freshness and Originality:** A successful entry has an individual voice, vitality, and energy, creates a novel presentation or tells a compelling story, and portrays some scientific insight.

While the VISTAS team is particularly interested in the following criteria, we do not require that entries are of any of the following sort(s):

- 3D representations;
- an attempt to show multiple time or spatial scales;
- portrayal of natural phenomena;
- color carrying information;
- comparison of two models or times, or multiple representations of possible or actual realities;
- comparison of modeled or actual phenomena with difference shown as an extruded volume; or
- computer simulation of what a person would see when looking at phenomena.

No person using VISTAS or a member or collaborator of the VISTAS team may submit an entry to this contest.