

Postcard Class

Criteria for Judging Postcard Class at National Philatelic Exhibitions

Treatment (20 points)

The title, plan and the contents of the exhibit, should provide a logical and judicious classification of the postcards, well adapted to the plan. (This aspect of the evaluation does not cover condition of the cards or the manner in which they are displayed, as these factors are covered in Condition and Presentation.)

Development (10 Points)

In this factor, points will be awarded for evidence of the breadth of the collection within the topic exhibited. Exhibitors should note that the number of cards will not necessarily indicate the breadth of the collection and that excessive use of repetitious material may detract from the quality of the exhibit. The exhibitor will be expected to show a comprehensive coverage of the chosen subject in the space available. Rather the judges will look for evidence that the exhibit covers as many aspects of the topic as possible.

Commentary (10 points)

The purpose of this factor is to recognise the effort made by the exhibitor to provide the viewer with an appreciation of the background exhibit in the visual content. (In the Social subclass this also relates to included diagrams, drawings, maps and other related items.) The written explanation should be concise, and give some supplementary information relative to the exhibit. The exhibit should be presented in a way which illustrates a theme or provides an interesting story, so that it can be appreciated by both the knowledgeable and the casual viewer.

Research and Knowledge (20 points)

Exhibitors will be expected to show a good knowledge of the subject of the exhibit. Evidence of original research will be well regarded, although it is accepted that such research will not be feasible in all cases, particularly where extensive research has already been carried out by third parties.

Rarity (10 Points)

This is a difficult area and to some extent is more related to the subject matter shown in regard to popularity and collector demand rather than the card itself when numbers issued or surviving is largely unknown. It should not necessarily be related to the current market price but more to the difficulty of acquisition,

associated with this may be the concept of how hard it would be to assemble such an exhibit.

Condition (15 Points)

Marks will be awarded for the condition of the cards on display, normally cards should be free from stains, creases, trimming, bent corners, fading, holes, thinning, etc. This applies especially if they are modern cards which should be pristine in all respects. Judges will make allowances for visible defects when age or rarity is present.

Presentation (15 points)

The display should be designed to entice the viewer to look more closely at the exhibit and to complement the cards therein. However, it is equally important that the artwork and/or text of the display should not overshadow the cards.

Subclasses

1. Topographical
2. Artist including Comic
3. Thematic
4. Social (Maximum 10 per cent of related peripheral material)
5. Modern