

Iconic Influencer Award London

Individual Excellence Award

Iconic Animation and Illustration Influencer

OVERVIEW

The Iconic Animation and Illustration Influencer award celebrates individuals who have made a significant impact in the fields of animation and illustration through their social media presence. These influencers use their creativity, storytelling abilities, and technical skills to create captivating artwork, animations, and designs that inspire, educate, and entertain their audience. They harness digital platforms to showcase their work, share tutorials, and engage with a global community of fellow artists, creatives, and fans. Their content ranges from traditional illustration to cutting-edge animation, shaping trends and setting new standards in the digital art world.

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ELIGIBILITY

- **Active Social Media Presence:** Must have a strong following on platforms such as Instagram, YouTube, TikTok, or Twitter, where they regularly post animation or illustration-related content.
- **Creative Content:**

QUALITATIVE CRITERIA

- **Innovative Storytelling:** The ability to tell compelling stories through visual animation or illustration, captivating the audience with narrative and creativity.
- **Aesthetic Appeal:** The visual attractiveness of the work, considering composition, color palette, design, and overall artistic flair.

JUDGING CRITERIA

1. **Creativity and Originality:** How unique and inventive the animation and illustration styles are, showcasing originality and the ability to push artistic boundaries.
2. **Engagement and Interaction:** The level of engagement, including likes, comments, shares, and fan participation in challenges or collaborations.
3. **Content Quality:** The technical execution of the animations and illustrations, considering aspects such as animation fluidity, drawing skills, and attention to detail.
4. **Artistic Vision:** The clarity and depth of the artistic concept, including how well the influencer communicates their creative message through their work.
5. **Educational Impact:** The ability to inspire and teach others through tutorials, tips, and detailed explanations of the creative process.

METRICS

Metrics Criteria	Current Year	Previous Year
<ul style="list-style-type: none">• Engagement Rate: Likes, comments, shares, and direct messages that reflect the level of interaction with the influencer's content.• Follower Growth: ..		



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