

5 Point Scoring System

1 – Not technically Correct – Photographer totally missed exposure / focus

2 – No Focal Point / Subject – Photo does not have a clear subject?

3 – Good Average Photo – Some Impact (1-2 Impact Items)

4 – Great Photo – Major Impact (More than 2 Impact items)

5 – WOW – Major Impact plus

- Stand out is clear, immediate and in a forceful manner
- X Factor – promotes an immediate emotional reaction

Impact – 10 Items that can make a good snapshot a piece of art.

1 Compelling Composition (some of but not limited to following examples)

- Good use of composition “rules” such as
 - Rule of thirds
 - Rules of symmetry
 - Rule of Odds
 - Etc.
- OR (Picasso’s “Learn the rules as a pro, so that you can break them as an artist”
 - Did the photographer break the ‘rules’ artistically
- Use of negative space
- Unique framing
- Good use of depth of field
- Leading Lines
- Do your eyes move thru the photo or out of the photo
- Attention to detail – no distractions
- Balanced Composition (Asymmetrical / Symmetrical)
 - Sense of harmony with elements
 - juxtapose opposing elements
 - i.e., Landscape – Foreground / Mid ground / background

2 Technically Correct

- Properly exposed
- What should be in focus - Is in focus

3 Good / Unique Lighting for the Subject (some of but not limited to following examples)

Light makes photography. Embrace light. Admire it. Love it. But above all, know light. Know it for all you are worth, and you will know the key to photography. – George Eastman

- Direction of light
 - Side light to show texture / depth
 - Front light to flatten a scene
 - Back to create silhouettes
- Quality of light
 - Hard / soft
- Reflections to add depth
- Good use of Natural / Artificial Lighting
- Low / High Key

4 Great Use of Color / B&W (some of but not limited to following examples)

- Good Temperature balance (White Balance)
- Color Harmony – how the colors go together
- B&W – good tonal range from pure white to pure black
- Use of Color Schemes / Color Theory
 - Complementary – Opposite color on the color wheel
 - i.e. Yellow → Blue
 - Red → Green
 - Analogous – colors next to each other on color wheel
 - i.e. Warm → Yellow / Orange / Red
 - Cool → Blue / Green Yellow
 - Triadic – uses of three colors equally spaced on color wheel
 - i.e. Red, Yellow, Blue
 - Purple, Green, Orange
 - Monochrome – Variation of one color / tone
 - i.e. Shades of Black (Black and White)
 - Shades of Brown (Sepia)

5 Unique Perspective (some of but not limited to following examples)

- You can use perspective to create a sense of depth
- Aligning / arranging focal points
- Low angle
- Birds eye view
- Geometric Perspective
 - i.e., Leading lines / Converging Lines
- Physical Perspective
 - i.e., Having people in landscape to give sense of scale
- Conceptual Perspective
 - i.e., small, or tiny objects up close can appear huge when composed with far away background

6 Story Telling

Story telling is the ability to transport the viewer into a particular scene and atmosphere in a way that gets the audience involved and wanting more.

7 Conveys Emotion

- Do you connect with the photo? Connection with the viewer will mean the photo is remembered.
- Does it invoke a feeling of sadness, happiness, joy etc.
- Does it have drama

8 Incorporation of (some of but not limited to following examples)

- Lines
- Shapes
- Textures
- Patterns

9 Sense of Timing

Photographer Henri Cartier-Bresson, the pioneer of modern photojournalism, was the master of timing. **He coined the term *decisive moment***, to describe that moment at which the photo is “most significant”.

- Did the photographer capture the moment – i.e., perfect timing

10 Post Processing

(ALL Photos must go thru some form of postprocessing – even straight from camera photos were converted to JPG by the camera using built-in software – but this does not mean it was done as intended by the photographer)

- Cropping
- Straighten Horizon
- Dust / Sensor Spots Removed
- Distractions Removed
- Contrast
- Does Image pop / have depth
- Properly sharpened