What Do I Need to Consider in Evaluating Photos?

These items apply both to the Photographer in the creation of the image, and also to the Judge or Critiquer in evaluating the image.

1. **Impact** --Does the image clearly convey the message the photographer intended? What feelings/emotions does the image evoke in the viewer?

    > Subject Matter
    > Does it get the viewer's attention?
    > Title – Does the title support the message of the image?
    > Theme – Does the image support the theme?

2. **Subject Matter**—Is the subject matter appropriate for the story being told?

3. **Story Telling**—Does the image evoke the viewer's imagination? What messages might a viewer read into the image? Does it tell a story? Was it worth saying?

4. **Technical Excellence –** Is the image well crafted from a technical perspective?

    > Post Processing
    > Appropriate Sharpness/Focus
    > Exposure
    > Color
    > Lighting

5. **Creativity**—Is there something different about this image that distinguishes it from other images of the same subject? Freshness. Originality.

6. **Style**—Is the style consistent with the subject matter?

7. **Composition**—Do all visual elements support the purpose of the image? Composition can be pleasing or disturbing, depending on the wishes of the photographer.

    > Capture
    > Cropping
    > Post Processing
    > Lighting

Color/White Balance

Focus

Exposure

8. **Presentation**—Does the presentation of the image (printing, matting, borders, framing, etc.) complement the image?

9. **Color Balance**—Do the tones of the image work together to convey the message? (This does not mean that everything has to be harmonious. The intent of the image may be to convey dissonance or strife, in which case harsh, conflicting colors may be appropriate.)

10. **Center of Interest**—Does the image have a point of interest (or multiple points of interest) which hold the viewer's attention? Or does the whole image work together as a single point of interest to create an effect?

Leading Lines

Light

Color

Depth of Field

Focus

11. **Lighting** – The use and control of light to tell the story and create impact. Does the lighting complement the theme of the image?

Dark or light

Natural or man-made

High-key or low-key