

## 2020 Photography Judging Criteria

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| <b>IMPACT</b><br>(Max Points: 15)         | Impact is the sense one gets upon viewing an image for the first time. Compelling images evoke laughter, sadness, anger, pride, wonder or another intense emotion. There can be impact in any of these twelve elements.   |
| <b>CREATIVITY</b><br>(Max Points: 15)     | Creativity is the original, fresh, and external expression of the imagination of the maker by using the medium to convey an idea, message or thought.   |
| <b>TECHNICAL</b><br>(Max Points: 25)      | Technical is the quality of the image itself as it is presented for viewing, which includes the following aspects: <ul style="list-style-type: none"><li>• allowable amounts of retouching and adjustments (removal of red eye, cropping, minor straightening)</li><li>• sharpness and and correct color balance.</li><li>• lighting, which includes the use and control of light. The use of lighting whether natural or man-made and its proper use to enhance the image.</li><li>• Posing and capturing of the image</li></ul> |
| <b>COMPOSITION</b><br>(Max Points: 20)    | Composition is important to the design of an image, bringing all of the visual elements together in concert to express the purpose of the image. Proper composition holds the viewer in the image and prompts the viewer to look where the creator intends. Effective composition can be pleasing or disturbing, depending on the intent of the image maker.  |
| <b>SUBJECT MATTER</b><br>(Max Points: 15) | Subject Matter should always be appropriate to the story being told (i.e. category the photo is entered into) in an image. Subject matter also includes the center of interest for the photograph or where the maker wants the viewer to stop and they view the image.  |
| <b>STORY TELLING</b><br>(Max Points: 10)  | Story Telling refers to the image's ability to evoke imagination. One beautiful thing about art is that each viewer might collect his own message or read her own story in an image.  |