

THE 10 ELEMENTS BY WHICH WE JUDGE

Impact

Impact has a marked effect on the judge's emotion. It is one of the most important elements because it will make the image stand out and strike the judges attention.

Creativity and Style

Creativity is a medium by which the image can be used to convey a message or a thought. It is our job as judges to reward creative input if all of the elements come together. Style may be defined by a certain genre or technique. This can be positive when the subject and style are appropriate to one another.

Composition

Composition brings everything together within an image. Effective composition should hold the judges attention and should prompt the judge to look where the author intends them to.

Image or Print Presentation

Presentation affects an images overall finished look. The mats and borders used should be carefully considered and should support and enhance the image, not detract from it.

Centre of Interest

The centre of interest is the point (or points) on the image that the author wants the judge to look at. Occasionally there will be first and second points of interest, and also the image collectively may be the point of interest too. As judges we should score appropriately dependant on the amount of skill shown with regards to this.

Lighting

Whether man-made or natural, proper use of light should enhance the image and should be appropriate to the image and subject style. There are many lighting rules that, as judges, we should reward creative use of dependant on appropriate category selection.

Colour Balance

Judges should reward an image in which the tones work together to effectively enhance the subject matter and it's emotional appeal. Colour balance is not always harmonious and can also be used to evoke diverse feelings for dramatic effect.

Technical Excellence

This refers to the technical quality of the presented image. Print quality, sharpness, exposure, mounting, correct use of colour and paper selection should all be considered and an image which fails on a number of these elements should not score well.

Photographic Technique

This refers to the approach used to create the image, this includes posing, lighting, composition, ISO choice, lens choice and exposure should all be considered, again as with technical excellence, and image which fails on a number of these elements should not score well.

Story Telling and Subject Matter

A good story telling image should always have a subject matter which is appropriate to the story being told within the image. The image should strike the judges attention, and draw them in to discover the message without distraction.