



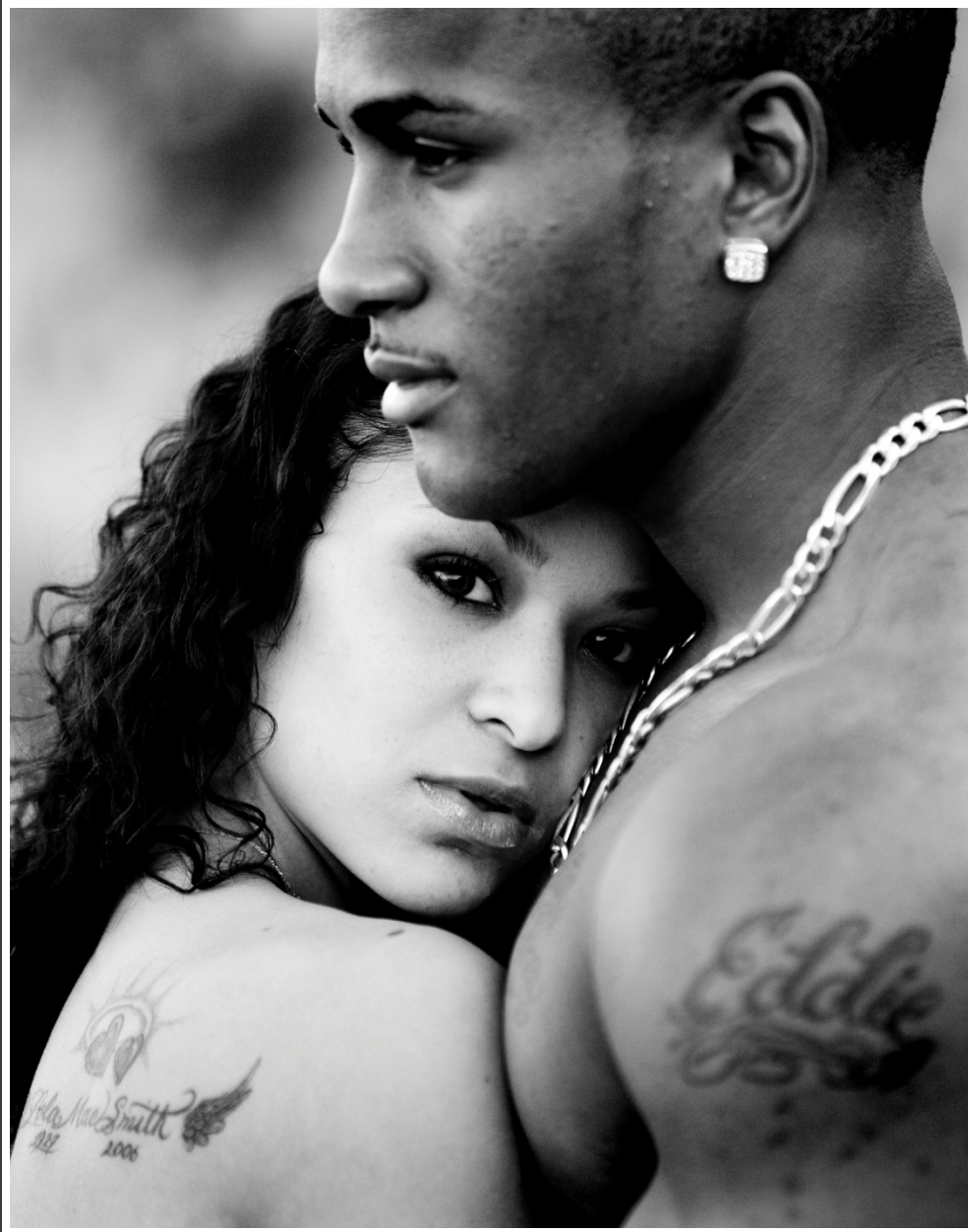
UNDERSTANDING PHOTOGRAPHIC JUDGES AND THE JUDGING PROCESS

by Jerome Hamilton

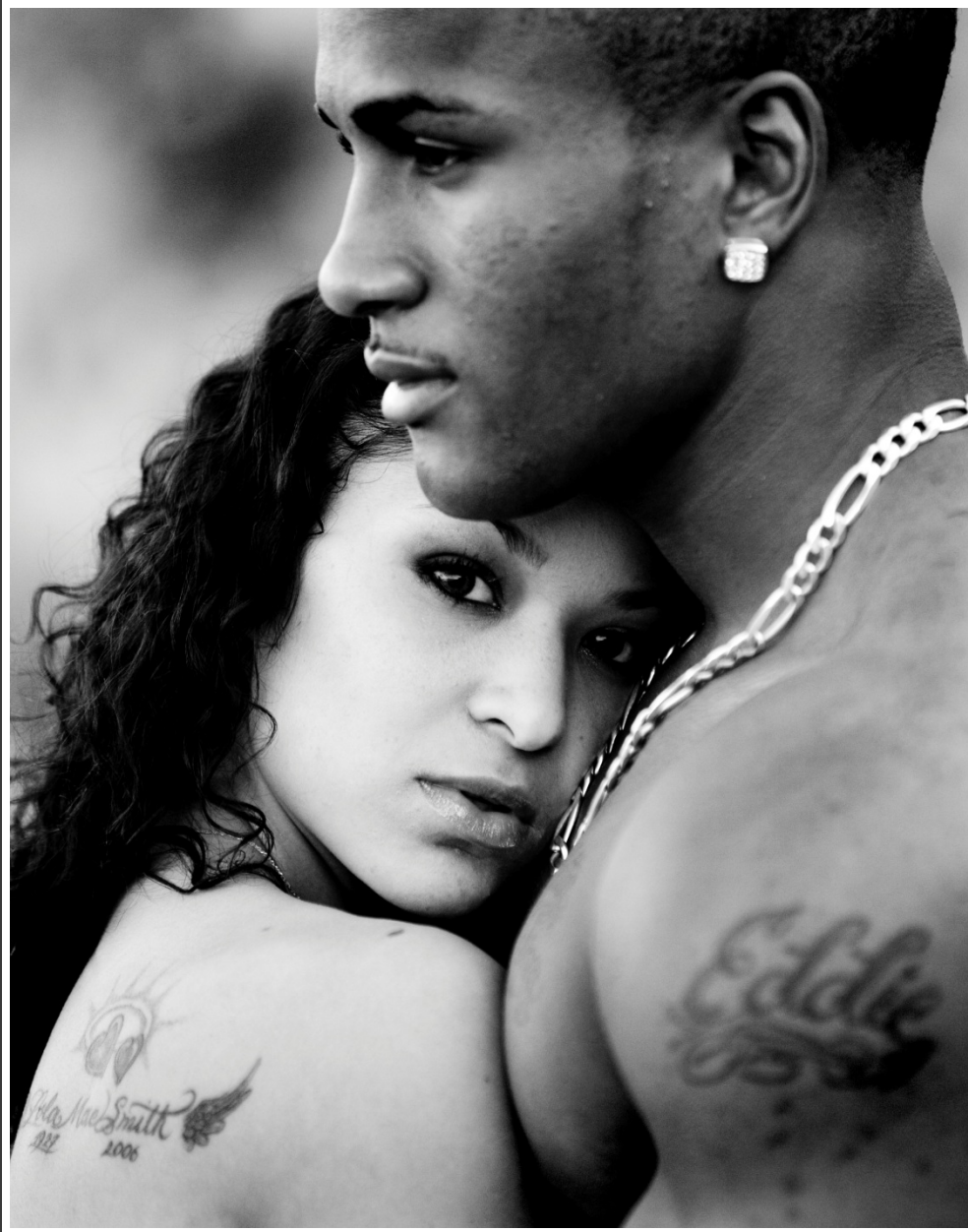
The following is a list of guidelines and photographic rules per say...designed to assist all experienced and novice judges in the aid for achieving photographic expertise in judging photographic competitions. By reviewing the following these guidelines from time to time, and with the continued practice of searching for and applying these general guidelines to the way you view all images, you will develop and maintain a keen eye for being a great judge! A top scoring photograph will exceed in as many of the following outlined categories as possible. In general speaking...the more categories a single image can meet, the higher the score should be on the scale presented in this draft.



A TOP SCORING PHOTOGRAPH WILL MEET THE
CRITERIA IN AS MANY OF THE FOLLOWING
OUTLINED CATEGORIES AS POSSIBLE.



The following 12 elements
will aid you in developing
the value of a competition
photograph.



Impact
Composition
Subject Matter
Creativity
Style
Presentation
Balance
Lighting
Center of Interest
Image Quality
Technique
Story Telling

IMPACT

Impact or Impinge:

“to have an effect”

“to make an impression”

This is the effect or the impression the viewer sees or feels upon looking at a photograph. Does your image have what creates the viewers first impression? Does the image create a strong feeling? What holds the viewer's eye? Impact can be created by any number of the following elements listed in the rest of this presentation!

Impact is our first impression!!



COMPOSITION

This element is about the “*Rules of photography*”. Whether you choose to follow them or not is the question. Composition is about the “*Rule of Thirds*”, “*Lines*”, “*Balance*”, “*Framing*”, its about “*Symmetry*”. Look for good placement of the main subject or subjects. Are the subjects arranged successfully and in a pleasing order? Does your image have a good rhythm throughout? Does your image show repetition of color, space, mood, or divisions within the photograph?

COMPOSITION

Placement
Rule of Thirds
Leading Lines
S-Curves
Balance
Framing
Symmetry
Simplicity





SUBJECT MATTER

Does the subject fit within the boundaries of the interpretation being presented? Is the camera angle, creative technique, choice of lighting style, etc. pleasing to the subject

CREATIVITY



Does the image spur the viewer's imagination? Is the photographer original and fresh in his approach to the subject? Is the subject matter shown creatively? Abstraction, invention, design, feeling and imagination can lift a photograph into the realm of art.



STYLE

Does the photograph or photographer demonstrate individuality within the image. Does the photograph stand out or reveal a different way of seeing than most? Did the photographer choose a different way of approaching the subject?



PRESENTATION

This is how you choose to show your imagery. Does your presentation enhance the photograph? Does your cropping add to the composition? Was a good color selected for the matting or framing of the image?

A viewer's first impression of a photograph can be affected by the presentation.



BALANCE

The balance between light and dark, highlight and shadow. Also balance of tones or colors that make a photograph alive or boring. Look for coordination of color between the subjects and the subject background.

LIGHTING

Not only do you need to look for good lighting but you need to look or create dynamic lighting. Light should create depth and dimension and accentuate the texture or mood of the subject. Lighting a photograph is the art of enhancing or subduing the characteristics of subject or object.



CENTER OF INTEREST

Does one subject or object dominate? Does it hold the viewer's eye with no distraction. Does it create a mood?

Secondary points of interest are important to a successfully executed photograph. However, they must not be so strong that they prevent the viewer from returning to the primary point of interest.



IMAGE QUALITY

Simplicity is often the key to success. Look for good color balance, and strong tonal contrast with a good range of middle tones.



TECHNIQUE

Does the photographic technique suit the subject? Technique is the foundation of photography. However, application of art principles is necessary.





STORY TELLING

Does the image make a statement? Does it present a complete story? Can the viewer grasp the image's complete meaning at first glance? Does the image portray a strong emotion or mood in the subject? Does it build an emotional response, challenge the viewer's imagination?



Jerome says...

Use your handout and review these 12 elements from time to time.

But...

Lets talk about applying these 12
elements to the judging process and how
do we review these 12 elements in 20
seconds or less



Jerome says...

Look at your hand...and, count how many fingers you have.

Lets try to get our judging elements
down to 5 placement points

12 Elements

Impact
Composition
Subject Matter
Creativity
Style
Presentation
Balance
Lighting
Center of Interest
Image Quality
Technique
Story Telling





Impact /// is everything
Impact is our #1

Impact

1

Composition

Subject Matter

Creativity

Style

Presentation

Balance

Lighting

Center of Interest

Image Quality

Technique

Story Telling



Impact

1

Composition

2

Subject Matter

Creativity

Style

Presentation

Balance

2

Lighting

Center of Interest

Image Quality

Technique

Story Telling





Impact 1

Composition / Balance 2

Subject Placement / Lines / Rule of Thirds /
Framing / Simplicity

Impact 1

Composition / Balance 2

Subject Matter

Creativity

Style

Presentation

Lighting

Center of Interest

Image Quality

Technique

Story Telling





Impact

1

Composition / Balance

2

Subject Matter / Lighting / Center of Interest

3

Impact	1
Composition / Balance	2
Subject Matter / Lighting / CI	3

Creativity

Style

Presentation

Image Quality

Technique

Story Telling



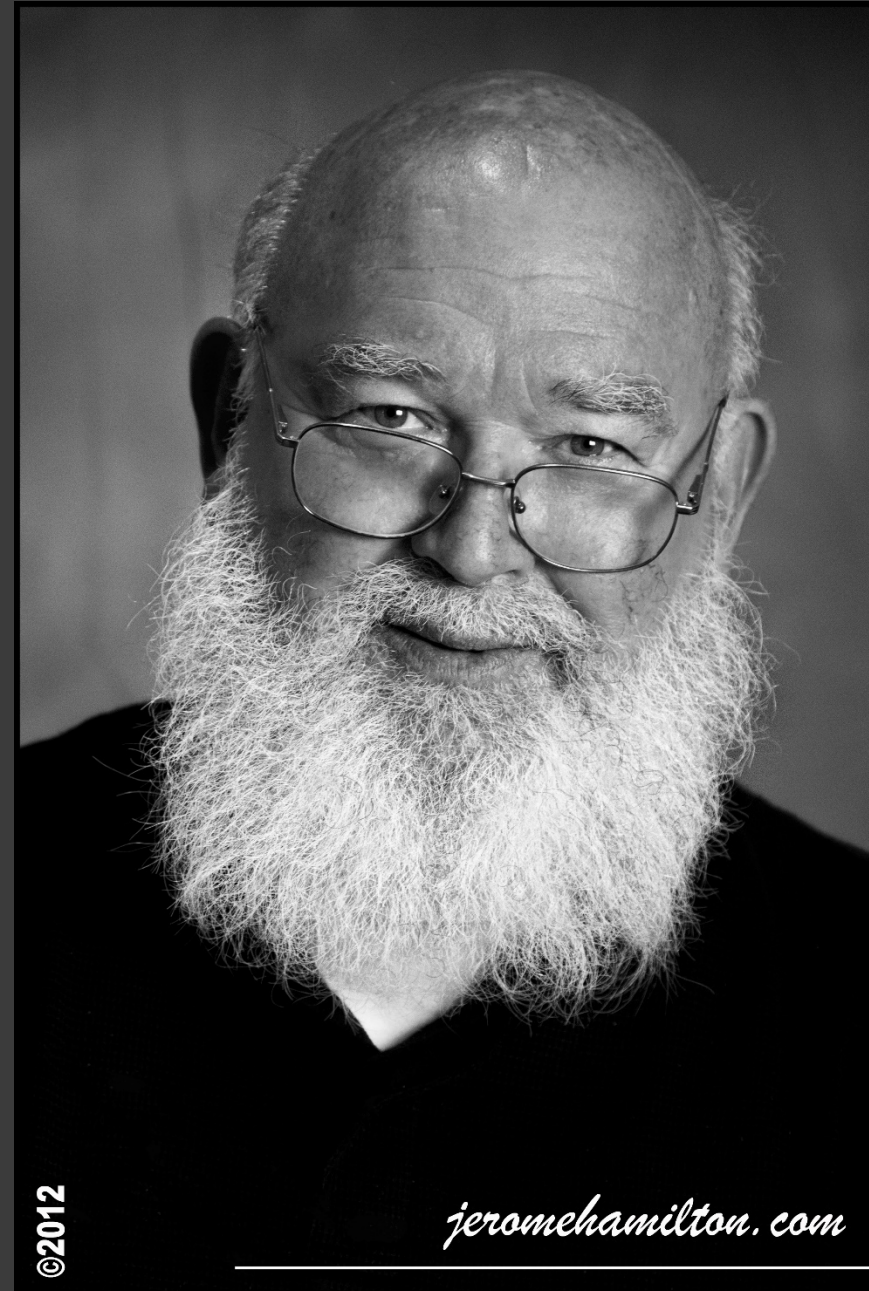


Impact	1
Composition / Balance	2
Subject Matter / Lighting / CI	3
Creativity / Style / Image Quality	4

Impact	1
Composition / Balance	2
Subject Matter / Lighting / CI	3
Creativity / Style / Quality	4

Presentation

Technique
Story Telling





Impact	1
Composition / Balance	2
Subject Matter / Lighting / CI	3
Creativity / Style / Quality	4
Story Telling / Presentation /Technique	5



12 Elements

Impact	1
Composition	2
Subject Matter	3
Creativity	4
Story Telling	5





12 Elements

Impact	1
Composition	2
Subject Matter	3
Creativity	4
Story Telling	5

COMMENTING COMMENTS COMMENTARY

Education and Motivation

Or

Lets say...

EDUCATION AND DIRECTION

The best way to start is with good comments

PRAISE!

THINK POSITIVE!!

SPEAK POSITIVE!!



The colors in the sky are awesome!

The way you captured the dancer is explicit!!!

This shows a wonderful ability to catch and place your subject within the frame.

I love the way she seems to be floating in the air.

AND...now the EDUCATION

Try to reflect back to the 12 Elements and use them as a reference guide.

Comment on the top 5 if it's the easiest for you

Top 5

Impact	1
Composition	2
Subject Matter	3
Creativity	4
Story Telling	5



There needs to be a little more to the horizon line...to help the composition

Maybe a different color dress could have added a little more impact.

The bush in the bottom tends to take my view away from the subject

I might have scored this a little higher if the image had a little more pop!

And now it's your turn!!!