

Elements To Consider When Evaluating An Image

I. Composition

- Center of interest – *Is there a focal point or a main center of interest?*
- Placement of subject – *Is the subject placed in a position that adds to the interest and story telling ability of the photograph (e.g. rule-of-thirds).*
- Distance from the subject – *Does the subject fill the viewfinder or does the distance add an interesting perspective?*
- Foreground/background – *Is the foreground and background simple and uncluttered? Is it used to set the stage for the story without distracting from the subject? Are there object merges?*
- Format – *Was the horizontal or vertical format used the best choice and was it used effectively?*
- Framing – *Is framing used to add dimension to the photograph or call attention to the subject?*
- Perspective – *Is the camera angle used effectively to help add interest and to build the story?*
- Line, shape, pattern, texture – *Is line, shape, pattern or texture used to add interest or to direct the eye to the subject? Do the lines and shapes relate to one another?*

II. Image Quality

- Focus – *Is the image clear and sharp? Does the image record fine detail with good definition?*
- Exposure – *Did the exposure used provide adequate lighting for the image? Have "hot spots" been avoided?*
- Contrast – *Is contrast used effectively to make the subject stand out or to set a mood?*
- Lighting – *Does the lighting call attention to the subject, set a mood, or add interest?*
- Noise – *Is noise apparent and detracting to the overall image?*
- Depth of Field – *Is the depth of field used effectively to emphasize the subject?*
- Color – *Is the color (either black and white or color) natural and true to life? Was the best choice made from color, black and white or sepia? Are there color merges?*
- Depth of Tones – *Does the photograph have richness of color or complete range of tones?*

III. Storytelling

- Message – *Does the photograph clearly communicate a message? Does it tell a story in the first glance?*
- Creativity and Originality – *Is the subject presented in a unique way?*

IV. Wow Factor

- Dramatic Effect – *Does the photograph have a very strong impact, creating an immediate, emotional response.*