

## WHAT JUDGES SHOULD BE LOOKING FOR

### 1. DO I LIKE THIS PHOTOGRAPH? WHY? *Perhaps 50% of the decision*

Does it tell a story?  
Does it make a statement?  
Does it elicit an emotion?

It doesn't need to be a big statement. It could be "What a pretty flower."

Is it creative?

Does it show the subject in an unusual attractive way?  
Does it use an interesting, fresh approach?  
Does it utilise interesting techniques?

But ... what could be changed to do this better?

There is a "rightness" about good pictures which is difficult to quantify and which often defies the "rules".

### 2. SUBJECT MATTER AND CONTENT *Perhaps 25% of the decision*

Is this something that will provoke interest in others?

Something the viewer may not get to see – travel/early rising/field craft/etc.  
Something you don't notice because it is ordinary or familiar but shown in a new way.

Subjective E.G. Displaying Bird v Striking Flower v Pretty Girl (or boy)

### 3. PRODUCTION VALUES (NOT JUST THE TECHNICAL STUFF). *Perhaps 25% of the decision*

Everything that goes into the creative process;  
How was it made? How difficult was it? How much thought went into it?

Composition  
Lighting  
Colour (or not)  
Perspective  
Viewpoint  
Depth of Field  
Angle of view

### 4. TECHNICAL (CRAFT, EXECUTION, PRESENTATION) *Takes points off or moves you down the order*

Is the focus accurate and the exposure appropriate?  
Is the centre of interest (subject) the sharpest point?  
Is it appropriately sharpened? Is it "over sharpened"  
Does the Depth of Field enhance the subject or distract from it?  
Does the overall (and specific area) contrast suit the subject?  
Are dark areas blocked up?  
Are bright areas burnt out?  
Are the colours pleasing? (Not necessarily correct).

Good Technical Quality and Technique do not in themselves ensure a good photograph but without them you reduce the chances considerably that the judge will view your work with respect. Equally if a judge does not point out technical deficiencies it suggests a lack of qualification to do the job.

Mainly though Judges should constantly strive with their comments to encourage club members to take even more, and even better, photographs and to have FUN doing it.