

EVALUATING AN IMAGE

IMPACT: Does the image get and hold your attention through subject matter, creativity, storytelling and/or originality? (The 'WOW' factor)

COMPOSITION: Is the image compositionally well-balanced? Does the image stand on its own and appear cohesive? Does the image demonstrate traditional composition techniques—Rule of Thirds, symmetry, negative/positive space, leading lines, diagonal lines, triangles, repetition?

TECHNICAL SKILL: Does the image demonstrate a well-executed skill or technique? The image should demonstrate the photographer's skill at achieving crisp focus and good exposure. Excellent post-processing techniques can enhance an image.

TIPS:

- Horizons for landscapes and scenery should be level
- Try not to have horizons divide an image
- Minimize key-stoning ('tilting inward') in architectural subjects
- Beware of a busy image/Have a centre of interest/Less is often more/Many images have multiple images within them
- Avoid over-compression of jpgs to minimize artefacts (i.e. noise)
- Watch out for hot spots in the image, areas that are blown out and lack detail
- Be aware of the lightest or brightest area in an image as it draws our attention first
- Try and bring out detail in the darker areas of an image
- Remove dust spots
- Watch for mergers within and at the edges of the image
- Remove distracting elements
- Avoid 'bald' skies as they lack detail and appeal
- Become familiar with colour theory and the elements of design to enhance your images and create mood
- Ensure that the depth of field is appropriate for the subject matter
- Sharpen the image at the end of post-processing/Don't over-sharpen as it makes an image appear unnatural