

Photo Evaluation Handout



Why should we Learn to critique photos ?

1. Gain image evaluation skills
2. Improve your photography
3. Learn to positively critique photos
4. Help your fellow member
5. To have *FUN* in photography

Image Evaluation FORM

This form provides consistent application of the Image Evaluation Criteria for:

1. IMPACT and its 5 scoring items
2. ORIGINALITY and its 6 scoring items
3. LIGHTING and its 5 scoring items
4. COMPOSITION and its 8 scoring items
5. QUALITY - TECHNICAL - POST PROCESS and its 19 scoring items

Minimize Personal Bias

1. As much as possible, keep personal biases out of the evaluation. You might not be as interested in landscapes as you are in wildlife, but you still need to evaluate the image for each element
2. If the image contains special filters applied in post processing, try not to let your feelings about these effects color your judgement. Decide as to whether these effects enhance or detract from the image visually and not on your feelings about their use.
3. We often have biases that we are not even aware of. Constantly examine your decisions for evidence of bias.
4. Judge the image, not the perceived effort. Don't judge what you can't see
5. All photographs are the accumulation of the photographer's experience, talent and inspiration, and luck. We as judges can only assess the results.

... Got to have 'rules'

1. All images must be the creation of the member
2. The image subject may not be a reproduction of another artist's work
3. All images must begin with a photograph
4. All judges must use the TMCC Photo Evaluation Training information to critique an image

How to evaluate / critique the image



1. Use the **Image Evaluation FORM**
2. On the top of the FORM complete the Judged by and Image ID
3. The Total Score can be a high of **25 points**. 4. Each Element Score can be as high as **5 points** Your critique starts with element **1. IMPACT**.

View the image and assign a score from 1 to 5 points for this element. Write your notes in any of the 5 Impact items. You can score each of the items, if you choose. You can total all 5 items and determine a average for IMPACT. Remember the total IMPACT Score must be a whole number.

7. Write the score for element **1. IMPACT** in the **Total IMPACT Score** box

IMPACT items: 1. Did it immediately grab your attention?

2. What emotion (s) are evoked? 3. Is it unique / creative? 4. Would you likely shar it with others? 5. Would you hang it?

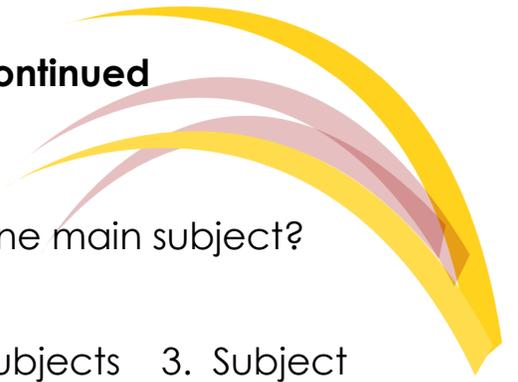
Go to the next Element **2. ORIGINALITY** and evaluate it for each of the 6 items. You can use each of the line item lines for your notes and scoring. Perform the scoring as you did for the IMPACT element.

ORIGINALITY items: 1. Angle of view 2. Subject 3. Lighting 4. Cropping 5. Post Processing treatment 6. Subject placement Every person has a unique viewpoint of the world; look for originality. Enter your evaluation score in the Total ORIGINALITY score box.

Now evaluate **3. LIGHTING**. Lighting is the essential element of a photograph. All characteristics of light are creative choices. In evaluating lighting we have to be able to identify it accurately and decide if it is the best choice for the photographic image.

LIGHTING items: 1. Best choice of light source / character 2. Best angle 3. Best direction (front, back, side) 4. Use of color 5. Stronger in black and white? The light characteristics are: 1. Relative size of light source 2. Nature of shadows 3. Color balance - warm vs. cool 4. Vertical angle - high to low, overhead to horizon 5. Angle to the subject and camera - front - back - side 6. Is the color balance contributing or detracting? Enter your evaluation score in the Total LIGHTING score box.

How to evaluate / critique the image - continued



Let's evaluate **4. COMPOSITION**

Is the composition balanced? Is there more than one main subject?

Is the main subject effectively emphasized?

COMPOSITION items: 1. Balanced 2. Multiple subjects 3. Subject effectively emphasized 4. Distracting elements 5. Good use of compositional techniques such as leading line, patterns, rule of 3rds 6. Depth of field 7. Focus 8. Motion blur

Enter your evaluation score in the Total COMPOSITION score box.

There is a reason why we view **5. QUALITY** - Technical - Post Processing PP last. We are asked to evaluate the image as a whole first, and then we look at the details which make up the photographic image, Here is where we evaluate the photographer's technical understanding of the use of the camera while attempting to see through the view finder what the photographer should see and with experience and practice will see in taking the next photo, picture, image or 'master piece'.

The JOY of practice or the TEARS of practice can be seen as we evaluate these QUALITY items: 1. Point of focus 2. Motions blue 3. Exposure 4. Sharpness 5. Contrast 6. Saturation 7. Highlight details 8. Distracting element 9. Shadow detail 10. Lens distortion 11. Perspective distortion 12. Fringing, halos or noise 13. Dust 14. Blur 15. Flare and Post Processing PP 16. Appropriate for the image? 17. Appropriate for the topic? 18. Obvious? 19. Appropriate image size? Enter your evaluation score in the Total QUALITY score box.

What did we learn doing this evaluation ? Joyfulness?

Your total evaluation score for this image is....drum roll....

Add each of the Element's score and place that value in the 'Total Score' box on top of the Image Evaluation FORM.

How much more JOY
can I stand ?

A perfect score of 25 is in sight

All that you learned and experienced is reflected in the joy of a
'perfect' photo; ...*don't let it go to your head.....*

Help others experience the JOY

An exceptional score of 20 plus brings a smile to your face

An improvement score of 15 plus tells you that you are on the way
to creating better images

A score of 10 plus says to you that a mentor can help, if you choose

So, why should we learn to evaluate a photo image

There is instant gratification in learning how to positively critique
a photo

Knowing what a good photo image is, makes us feel proud of how
we 'see' the world we live in and what we can accomplish using
our mind's eye and camera.

Learn and HAVE FUN

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Thunder Mountain Camera Club
Image Scoring Elements

Image Evaluation FORM

Judged by: _____

Image ID

Total Score

Numerical value for each element is from 1 to 5 5 = highest
(no decimals)

1. IMPACT

1. Grabs Attention	
2. Evokes Emotion	
3. Unique / Creative	
4. Wish to share	
5. Hang it everywhere.....	
Total IMPACT Score	

2. ORIGINALITY

1. Angle of view	
2. Subject	
3. Lighting	
4. Cropping	
5. Post Processing - PP Treatment	
6. Subject placement	
Total ORIGINALITY Score	

3. LIGHTING

1. Best choice of light source/character	
2. Best angle	
3. Best direction (Front, Back, Side)	
4. Use of color	
5. Stronger in black & white	
Total LIGHTING Score	

4. COMPOSITION

1. Balanced	
2. Multiple subjects	
3. Subject effectively emphasized	
4. Distracting elements	
5. Good use of compositional techniques such as leading line, patterns, rule of 3rds	
6. Depth of field	
7. Focus	
8. Motion blur	
Total COMPOSITION Score	

5. QUALITY-TECHNICAL-POST PROCRRSSING

1 to 10 11 to 19

1. Point of focus	11. Perspective distortion		
2. Motion blur	12. Fringing, halos or noise		
3. Exposure	13. Dust		
4. Sharpness	14. Blur		
5. Contrast	15. Flare		
6. Saturation	Post Processing Techniques		
7. Highlight details	16. Appropriate for image?		
8. Distracting elements	17. Appropriate for topic?		
9. Shadow detail	18. Obvious?		
10. Lens distortion	19. Appropriate image size?		
Total QUALITY-TECHNICAL Score			