

2020 Judging Forum Papers New Guidance on Marking, and Appraising Workshop Images

Southern Counties Photographic Federation

Appraisal Elements Explained

SCPF 2020

Technical

How well has the image been produced technically?

10-15%
credit
weight

Objective

Craft

How has craft contributed to the effect of the image?

30-35% credit weight

Largely Subjective

Expressive Quality

How the image 'speaks' to the viewer on a personal level

55-60% credit weight

Highly Subjective

Technical

How well has the image been produced technically?

10% - 15% credit weight

Objective

Includes:

- ▶ Exposure and contrast
- ▶ Tonal range and colour saturation
- ▶ Sharpness: in-camera steadiness and general focus
- ▶ Handling of basic digital production: noise / compression / sharpening / cloning ...
- ▶ Quality of printing

Craft - How has craft contributed to the effect of the image?
30-35% credit weight Largely Subjective

Includes:

- ▶ **Composition** and its effects
- ▶ Choice and control of **lighting**
- ▶ Choice of lens / **POV** and perspective
- ▶ Choice and application of **depth of field** / **critical focus point**
- ▶ Timing / 'the **decisive moment**'
- ▶ Use of **colour** / monochrome **tonality**
- ▶ Appropriate use of **styles, treatments and effects**
- ▶ **Format** - portrait or landscape orientation
- ▶ **Media** - choice of paper
- ▶ **Presentation** - choice and quality of mounting / PDI keylines etc

Expressive Quality -

How the image 'speaks' to the viewer on a personal level
55-60% credit weight Highly Subjective

Includes:

- ▶ Does it engage you emotionally?
- ▶ Does it invoke a strong reaction, positive or negative?
- ▶ Does it show individuality / originality / photographer input?
- ▶ Is it especially beautiful / ugly / subtle / dramatic
- ▶ Does it convey an idea or information?
- ▶ Does it keep your interest?
- ▶ Does it ask questions / create intrigue or curiosity?
- ▶ Does it show relationships?
- ▶ Does it make you think?

A Sample Competition Rule SCPF 2020

‘The content of a print or digital image must be entirely the work and copyright of the author [...] Where parties other than the photographer have made a significant creative contribution to the image, we encourage the photographer to consider whether their own contribution is sufficient to claim the image as their own work’.