

*Judge
for
Yourself*

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Twelve elements have been defined as necessary for the success of an art piece or image. Any image, art piece, or photograph will reveal some measure of all twelve elements, while a visually superior example will reveal obvious consideration of each one.

1.) Impact is the sense one gets upon viewing an image for the first time.

2.) Technical excellence - print or image quality.

3.) Creativity is the original, fresh, and external expression of the imagination.

4.) Style Some characteristics of the creator.

5.) Composition - importance of image design. (Contrast & Visual weight vital).

6.) Presentation affects a print/ image by giving it a finished look.

7.) Dynamic Balance supplies harmony to an image.

8.) Points of Interest - primary and secondary points where the maker wants the viewer to find and linger. Eyes/Mind.

9.) Lighting —the use and control of light.

10.) Subject Matter. Avoid cliches.

11.) Technique / Camera craft in creating the image - inc. Processing Fluency.

12.) Story Telling refers to the image's ability to evoke the imagination.

Areas Judges watch out for:

- 1: Lack of focal point/s (POI) (FP)**
- 2: Visually unbalanced**
- 3: Poorly Composed (POV)**
- 4: Overly busy/confusing**
- 5: Mergers / Kisses / Distractions**
- 6: Lack Impact & poor Presentation**
- 7: Lacking Originality/Style (clichés)**
- 8: Over processed** (sharpening, saturation etc)
- 9: Poor Technique** (processing & camera)
- 10: Unclear Story/message/intent**

10 Things to Improve:

- 1: Clear focal point/s (FP) (POI)
- 2: Dynamic Balance
- 3: Composition (Contrast vital)
- 4: Defined Subject
- 5: Reduce Distractions
- 6: Impact + suitable Presentation
- 7: Aim to be Original - ie your Style
- 8: Sympathetic Processing
- 9: Processing & camera Technique
- 10: Clear Story/message/intent

O- ORIGINALITY

P- PRESENTATION

T- TECHNIQUE

I - IMPACT

C- COMPOSITION

S- STORY / STYLE

Four Categories of Mergers

Background Merger

–Distracting background that interacts with the focal point.

Border Merger

–Poor alignment of photographic composition that clips a component focal point from the photograph.

Subject or Object Merger

–Where a key element in the picture kisses the bottom of the skyline or horizon.

Near Merger

–Objects or lines that are too close to the principal subject.

SUBJECT (Mind & Eye)

This is basically what the photograph is all about.

FOCAL POINT (Eye)

The dominant area of an image that draws the eye of the viewer in. Usually connected to the subject.

CENTRE or POINTS of INTEREST (Mind)

Points that attract attention. There can be several, primary & secondary.

VISUAL WEIGHT (Eye)

The visual force that appears due to various forms of contrast (light, colour, size etc.)
Can be in combination with any of the above.

VISUAL WEIGHT HIERACY

1: Eyes

2: Face

3: Human form + living things

4: Light before dark (*can reverse*)

5: Text in known language

6: Warm colour before cool (*can reverse*)

7: Big before small (*can reverse*)

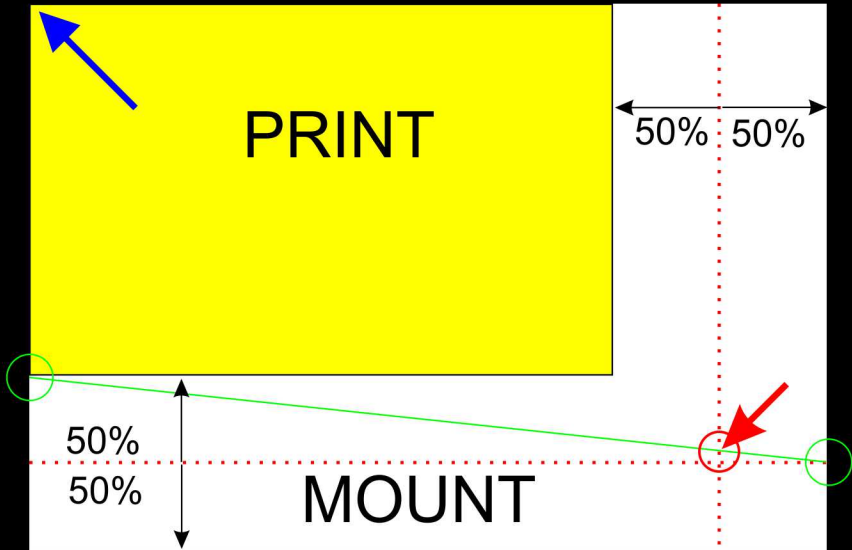
8: Movement before static

9: Detail before un-sharp

10: Emotional value if any connection

**MANY EXCEPTIONS
AND INTERACTIONS**

OPTICAL CENTRE



OPTICAL CENTRE

PRINT

MOUNT

