

1. How Technically Correct is the Photo?

Are the following the best they can be? Focus, sharpness, detail, depth of field, colour, brightness, contrast, saturation, usage of light.

2. Subject Matter / Content

How well does it fall within the brief/assignment?
Creativity.

3. Composition

Does the photograph tell a story?
Where is our eye led to in the photograph?
Is the photograph balanced? If not, is it creating the visual impact it should?

4. Does the judge like the photograph?

Like all art this is dependent on our own tastes, likes, dislikes and the way we see the world and experience it. It has nothing to do with how experienced the photographer is.