

The Competition Judging Process

When an image is displayed, each judge will evaluate it for the following Elements:

- **Visual Impact** is the sense one gets upon viewing an image for the first time. Compelling images evoke laughter, sadness, anger, pride, wonder or another intense emotion. There can be impact in any of these elements.
- **Creativity** is the original, fresh, and external expression of the imagination of the maker by using the medium to convey an idea, message or thought.
- **Style** is defined in a number of ways as it applies to a creative image. It might be defined by a specific genre or simply be recognizable as the characteristics of how a specific artist applies light to a subject. It can impact an image in a positive manner when the subject matter and the style are appropriate for each other, or it can have a negative effect when they are at odds.
- **Composition** is important to the design of an image, bringing all of the visual elements together in concert to express the purpose of the image. It does **not** mean rigid adherence to some arbitrary “rules” of composition. Proper composition holds the viewer in the image and prompts the viewer to look where the creator intends. Effective composition can be pleasing or disturbing, depending on the intent of the image maker.
- **Color or Tonal Harmony** contributes to the overall effect of an image. An image in which the tones work together can enhance its emotional appeal. Non-harmonious color balance can be used to evoke diverse feelings for effect.
- **Center of Interest** is the point or points on the image where the maker wants the viewer to stop as they view the image. There can be primary and secondary centers of interest. Occasionally there will be no specific center of interest, when the entire scene collectively serves as the center of interest.
- **Use of Light** refers to how dimension, shape and roundness are defined in an image. Whether the light applied to an image is manmade or natural, proper use of it should enhance an image.
- **Subject Matter** should always be appropriate to the story being told in an image.
- **Story Telling** refers to the image’s ability to evoke imagination. One beautiful thing about art is that each viewer might collect his own message or read her own story in an image.
- **Presentation** affects an image by giving it a finished look. Mats and borders, when used, should support and enhance the image – not distract from it.
- **Technical excellence** is the quality of the image itself as it is presented for viewing. Appropriate sharpness, exposure, contrast and color balance are some factors that speak to the technical quality of the image.

Image Scoring Guidelines

Upon evaluating the Elements of the image, each judge will next place the image in one of the categories below. Within that category, the judge will decide on a numeric score and assign this score to the image through his/her scoring input device. The scoring machine will then average the judges' scores, but its display can only show a "rounded" figure as a two-digit whole number. The scorekeepers will record all judges' individual scores, which will then be calculated to two decimal places for accuracy. The calculated score, not the scoring machine's limited display, becomes the image's official score.

<u>Category</u>	<u>Numeric Score</u>
Exceptional	95 - 99
Outstanding	90 - 94
Excellent	85 - 89
Above Average	80 - 84
Average	75 - 79
Below Average	< 75