# Judging a Photograph

# What do judges look for?

# Technical Merit Composition Impact

Technical Merit: Exposure Sharpness/Focus Shutter Speed/Aperture/ISO White Balance Brightness/Contrast/Light Post Processing

Composition: Framing/Cropping Balance Rule of Thirds (know when to break it!) Distractions Where does eye lead

#### Impact: Emotion/Mood/Feeling Creativity Story Telling/Convey Your Intent

# Subject doesn't really matter

# How you see your subject and

How you present your subject are the important things

# You Need to Create a WOW!

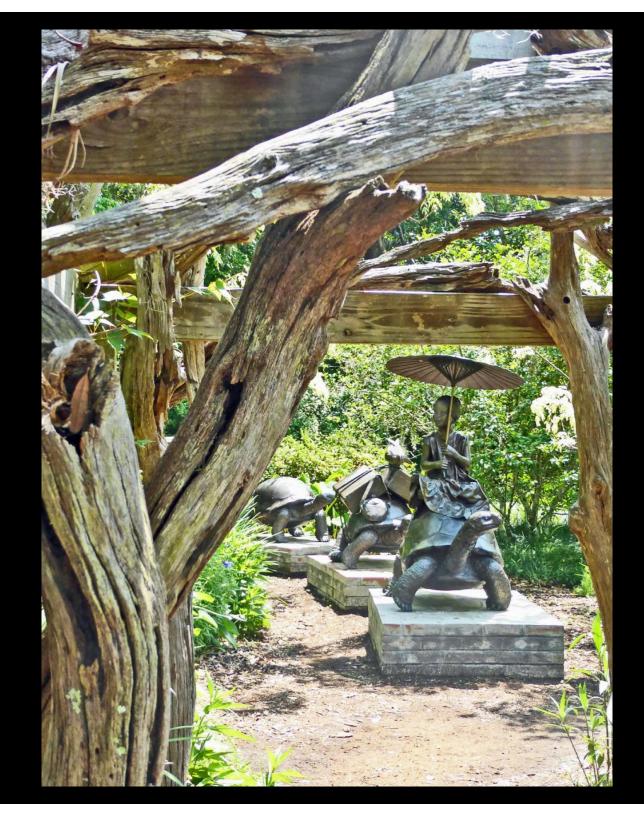
#### Let's Do Some Judging!









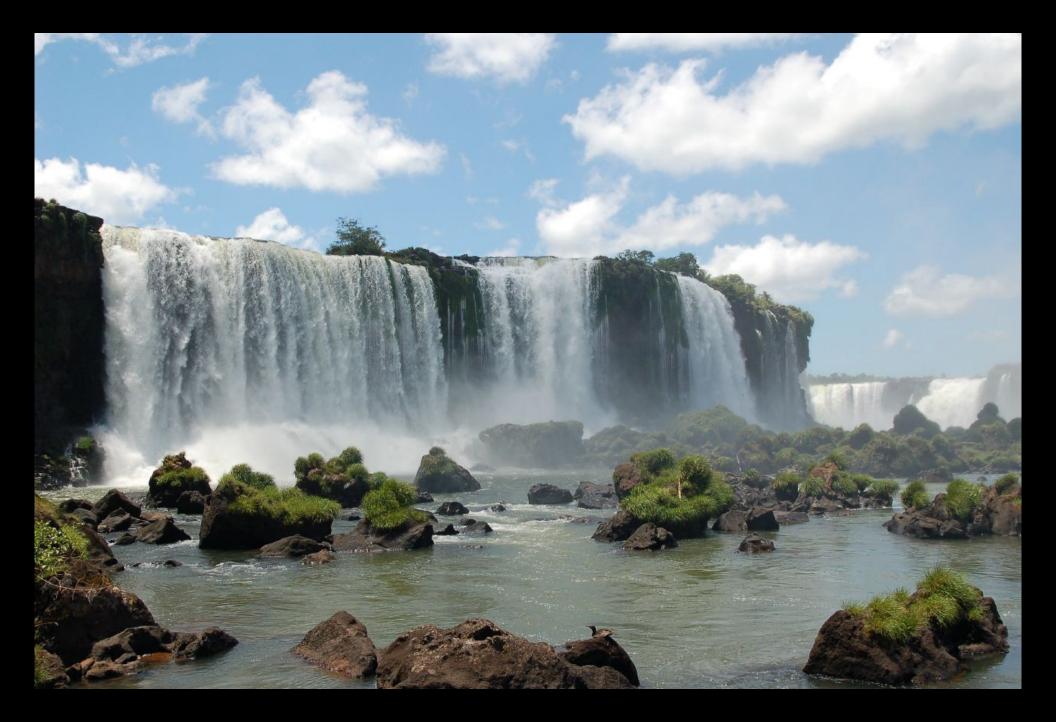






#### Making a Good Photo ínto a More Interesting One

















How to Take a Boring Picture and Score Low Points with Judges

# Center Your Subject

Avoid Interesting Placement

Don't Include a Maín Subject at All

Take Picture at Random

Ask Your Subject to Say "Cheese"

Avoid Natural and Genuine Expressions

# Schedule Photo Shoots for the Middle of the Day

Avoid Beautiful Light of Evening Morning and Late Afternoon

### Use Auto Exposure at all Times

Don't Take Control of your Exposure so that you can Avoid Creating Drama

## Evenly Light Everything

#### Avoid Creating a Sense of Depth with Shadows and Highlights

## Keep it Dull

#### Keep Your Distance

# Keep Viewers Feeling Detached by Staying far away from your Subject

# Include Distracting Elements

# Always Stand and Shoot From Your Own Eye Level

Never Kneel or Climb to get Different Perspective and help Engage the Viewer

#### Use Your Camera's Build-In Flash

## Don't Flatter your Subject with Side Lighting or Bouncing Flash

# Follow the Rules of Composition to a "T"

# Never Ever Stray from the Rules

Keep Things Lifeless rather than Creative

# Final Thoughts

It's the Photographer who makes the picture, NOT the camera!

# If you want something to look interesting, don't light all of it.

- John Leonard Pícture Edítor at Lífe

Don't just TAKE the shot, MAKE the shot!