

# Image Evaluation Process

2024/2025

# Evaluating your images

Past and new

- **Previous 100 point system-** One outside judge/which image is better?
- **New Four Tier System-** Two inside judges/is the image successful?

# The Four Tiers

No numerical scores

- **Needs Work-** There are significant compositional, technical or processing issues which require correction and are holding the image back
- **Competent-** Image is well composed, generally well processed but would benefit from greater impact, creativity, interest or originality
- **Good-** Image has significant interest and impact and is characterized by more sophisticated composition and processing
- **Exceptional-** Image stands out with regards to all criteria and is in top 10% of submitted images (typically 3-5 in a competition)

# Why?

## Just why?

- Competitions typically are comparing apples, oranges and pears with the occasional avocado thrown in.
- We like what we like and there is no rubric which obviates this
- With a single judge there are no guard rails and the first two bullets make it tough to be objective
- The 100 point system implied more precision than we were likely getting especially with one judge
- The new process moves to two judges and shifts emphasis from which image is better to whether the image is successful. There are no scores, only categories and comments.

# How

## The new projected image evaluation process

- Members will submit a single image as before, 1920X1080, sRGB, title and maker name
- No digital matting allowed, a single white stroke or no stroke
- B Category is eliminated
- Two experienced club judges evaluate submitted images on their own, then compare notes prior to the club meeting to reconcile discrepancies and agree on comments.
- Images will be placed in a category with associated comments from the judge and announced for each image during the competition meeting.
- Exceptional Images will be replayed at the end of the competition with opportunity for further discussion as time allows.

# Evaluation Criteria

For makers and judges

- Is it evident what the maker was trying to do?
- Were they successful? Why or why not?
- Is the image interesting?
- Does it have impact?
- Is there evidence of originality and/or creativity?
- Does the composition work?
- Is the processing effective? Too much? Too little? Just Right (Goldilocks)?

# Other Considerations

Makers and judges should think about these

- Mirror mirror on the wall- who doesn't love a pretty picture?
- What to focus on; the balance of complexity, focus and chaos
- Tack sharp- when is this important and when not?
- What's the story? Sometimes its evident, sometimes its subtle, sometimes there just isn't
- Great capture, exotic locations, etc. don't guarantee a great picture
- Colors and tonality- perceptions can be subjective
- Beware the cliché
- Seen it a hundred times
- Consideration of authenticity, editing, reimagining and fabrication