

## Image Commentator Notes

The purpose of an assessment is to help the photographer improve their work. Always respect the photographer's efforts and appreciate what they are trying to say or do with the photo.

Begin with a positive statement - an aspect of the photo that is strong.

Next, offer constructive feedback designed to help the photographer improve.

Avoid personal bias eg. spiders, abstracts, etc

Conclude on a positive note.

### **Appeal**

- 1) Is the image dynamic? Does it grab your attention? Does it have a 'wow' factor?
- 2) Does the image invoke an emotion?
- 3) Does the image present the subject in an effective way? An unusual way?
- 4) Can you sense a connection between the image and the photographer or the image and the viewer?
- 5) Does the image tell a story?

### **Technical Quality**

- 1) Focus: Is the subject in focus? If not, is it intentionally soft, and is this approach successful?
- 2) Exposure: Is it properly exposed? Too dark, too light? Are important areas blown out or too dark?
- 3) Lighting: Is the lighting too contrasty, too flat? Dappled? Does the choice of lighting detract or add to the success of the photo?
- 4) Colour: Is the white balance correct? Too warm or too cool? Is there a colour cast? Do the colours add to the success of the photo?
- 5) Depth of Field: Does it enhance or detract from the photo?

### **Composition**

- 1) Is there a clear subject? Note: Sometimes colour, shape and texture are the subject.
- 2) Is the arrangement of visual elements effective? Is the photo well balanced?
- 3) Is the subject well framed within the image?
- 4) Does the image follow, or break, a compositional rule such as the rule of thirds?
- 5) Are there distracting elements in the photo? Does the background enhance or detract?
- 6) Would cropping the photo improve the image?