

Commentary Guidelines

Please give consideration to the following three areas in your commentary:

1) Impact

- “WOW Factor” Initial First Impression
- Evokes emotional impact
- Compelling to all viewers
- Timeless or defines a time?

2) Technical

- Exposure correct
- Focused or intentionally out of focus
- Contrast - relative lights and darks, highlights, shadows
- Distracting elements
- Tell-tales - use of content aware, cloning, over sharpening, noise
- Cropping
- Use of software for correction – red eye, burn and dodge, soft focus, vignette

3) Artistic

- Composition – rule of thirds, perspective, balance
- Depth of field
- Placement of subject, horizon
- Dominant lines, shapes, textures or colors
- Title - does it add or detract or need improvement, Untitled is OK

Note: Placement of Category: It is the role of the Commentator or Judges to question the Director if the photo is in the correct category. The Print Director or Digital Director will make that decision.