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.