

Considerations for Image Review

Composition

- ❖ What is the main subject and/or intent of the photo?
 - Do the elements in the photo support the main subject/intent?
 - Are there extra elements that “clutter” the image or distract from the main subject/intent?
- ❖ How does the lighting effect the image?
 - Was the image taken at a time of day that complements the image?
 - Does the choice of side, back or front lighting enhance the subject?
- ❖ Is the point of view the photographer has chosen appropriate for the subject? For example:
 - Horizontal versus vertical image
 - Rule of thirds versus centered
 - Main subject fills the frame or main subject is shown with other elements
 - Shooting up or shooting down
- ❖ Are there design elements that add to (or detract from) the photo? For example:
 - Leading lines
 - Framing
 - “S” or “C” curves
 - Diagonal, horizontal, vertical lines; Circular, triangular shapes
- ❖ Is the image cropped appropriately?
 - Does the subject have “room” or is it uncomfortably close to the edge?
 - If a portion of the subject is cut from the image, is the crop done in an appropriate place? Or unintentionally (e.g., just a small portion is clipped off)?
 - Are there areas of the photo which contain distracting elements? Or do not add to the subject or balance of the composition and should be cropped out?

Technical

- ❖ Is the exposure appropriate?
 - Are there bright, blown out highlights or black, featureless shadows that are distracting?
 - If the image is very bright (high key) or dark (low key) does that enhance the subject/intent/mood?
 - Is there good contrast between highlights and shadows?
 - In a black and white photo, are there a range of tones from black through greys to white? (or similar in other monochrome tones)
- ❖ Are the key elements in focus?
 - Is the entire photo sharp? Is that appropriate?
 - If only select areas are sharp, are they the important parts of the photo? Does the “soft focus” enhance the subject/mood?
- ❖ Are the colors accurate?
 - Do the colors look natural?
 - If not, have the colors been “shifted” in an intentional way that compliments the subject or mood? Or are the colors oversaturated, looking artificial?

“Wow” Factor

- ❖ Is the subject unusual and interesting?
- ❖ Is the point of view unusual and interesting?
- ❖ Are the colors, lines, action, etc particularly dynamic?
- ❖ Have creative effects been used which add interest? (versus confusion)
- ❖ Does the image tell a story, evoke a mood, etc?