

Judging Criteria

□ Guest Judge Stuart Lynn



Stuart Lynn has served as Competition Chair of his club, The Coachella Valley Desert Camera Club (CVDCC) since 2005; and has won annual best image and best photographer awards. He was also Competition Chair of the Southern California Council of Camera Clubs (S4C) (2006-2015) and President of S4C (2009-2015). S4C has awarded him an HonS4C and DFS4C. Stuart has provided image evaluation for clubs and judged for S4C. He has been Co-Chair of the Coachella International Exhibition since 2008; and Director of Operations of the S4C International Exhibition since 2007. Both exhibitions are recognized by PSA.

Stuart has served on the PSA Progress Medal Committee since 2011, chairing the Committee in 2015. He was elected an Associate (APSA) in 2014. He developed a system for PSA to track and recognize member referrals that was used from 2009-2015; and developed the prototype that gave rise to the EDAS member acceptances system. He has also used his technology background to develop multiple computer systems to support all CVDCC and S4C activities, including exhibitions and monthly and end-of-year competitions.

Scoring of Entries

- ❑ 5: Photo is **not technically correct** (see below) *whatever else the merits*
 - ❑ 6: Photo is poorly-composed and **lacks overall 'IMPACT'**
 - ❑ 7: A good average photo that has **some 'IMPACT'** but **little or no 'WOW'!**
 - ❑ 8: Photo has good **'IMPACT'** and moderate **'WOW'**
 - ❑ 9: Photo has **all of the 'IMPACT'** elements and **terrific 'WOW'**
-

Criteria

- Images should meet certain aesthetic criteria to be successful in Club competitions. Judges will be asked to score according to whether the images have '**WOW**' and '**IMPACT**'.

- '**WOW**':
'WOW' is determined by whether the elements of a good image clearly stand out in an immediate and forceful manner; and speak to the viewer to create a dramatic visual or emotional reaction.
-

'IMPACT' is determined by whether the elements of an image meet the following criteria:

I	Interesting?	Does the image pop? Does it stand out? Is it memorable?
M	Movement?	Does your eye move through the composition? Is the movement enhanced through the use of leading lines or perspective?
P	Point of Interest?	What is the subject? Does it have a clear and simple point of interest as the focal subject filling the frame? Are there distractions, especially in the background, that distract from this point of interest?
A	Arrangement?	Is the composition balanced? Are the lines, shapes, colors, forms or textures selectively placed to achieve harmonious arrangement? Is the point of interest dramatically placed away from the center of the image for dramatic effect? Is the image cropped to achieve the best result? Are key elements "looking into" the image?
C	Creative?	Does the image have drama, beautiful lighting, that creative touch?
T	Technically correct?	Is the image, or parts of the image, inappropriately out of focus? Is it exposed properly, not too light or too dark?