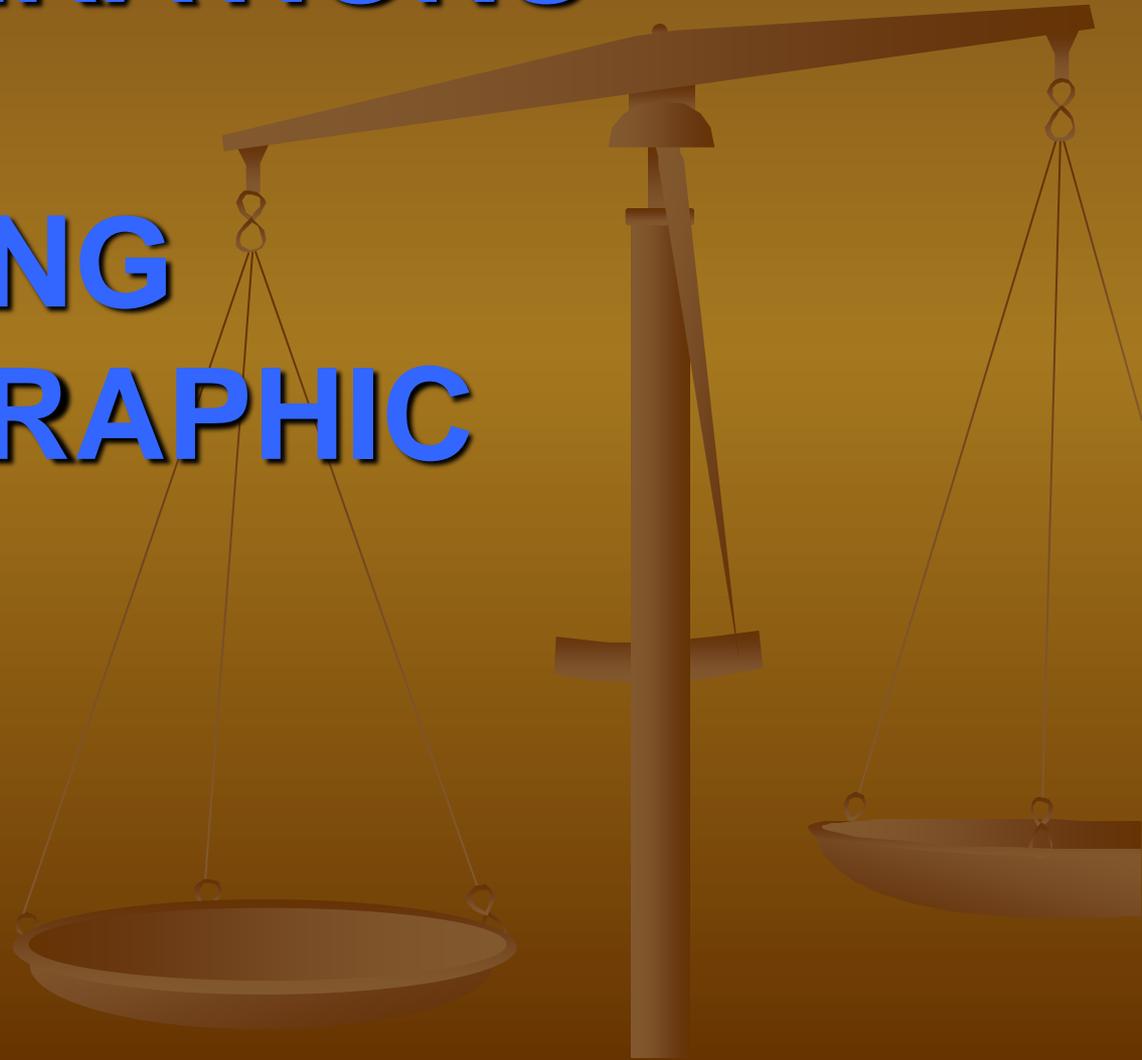


**CONSIDERATIONS  
WHEN  
ASSESSING  
PHOTOGRAPHIC  
IMAGES**



# POSITIVE VALUES



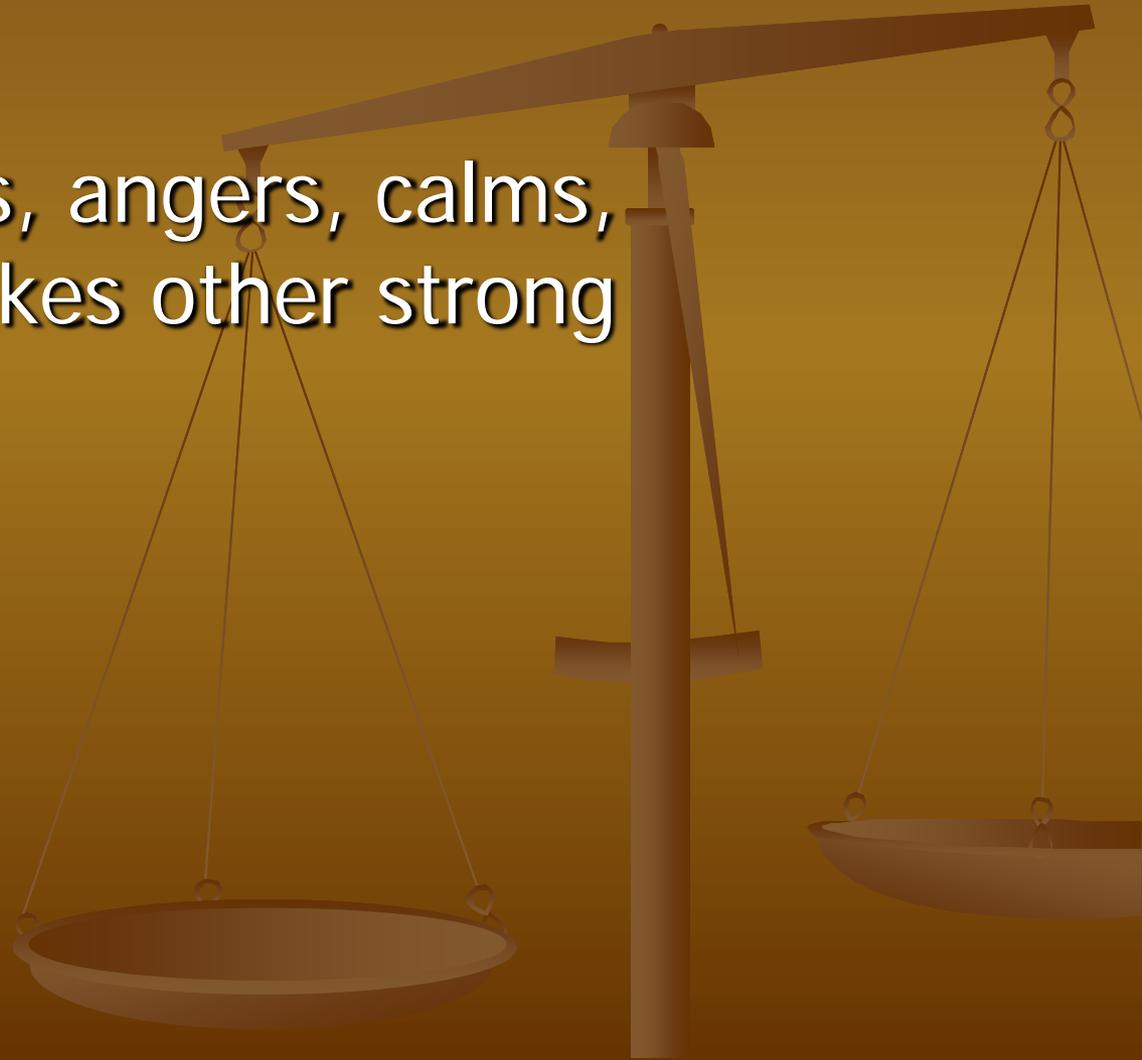
# 1. Creative, original image

- Unusual subject, unusual or fresh approach to a 'common' subject'



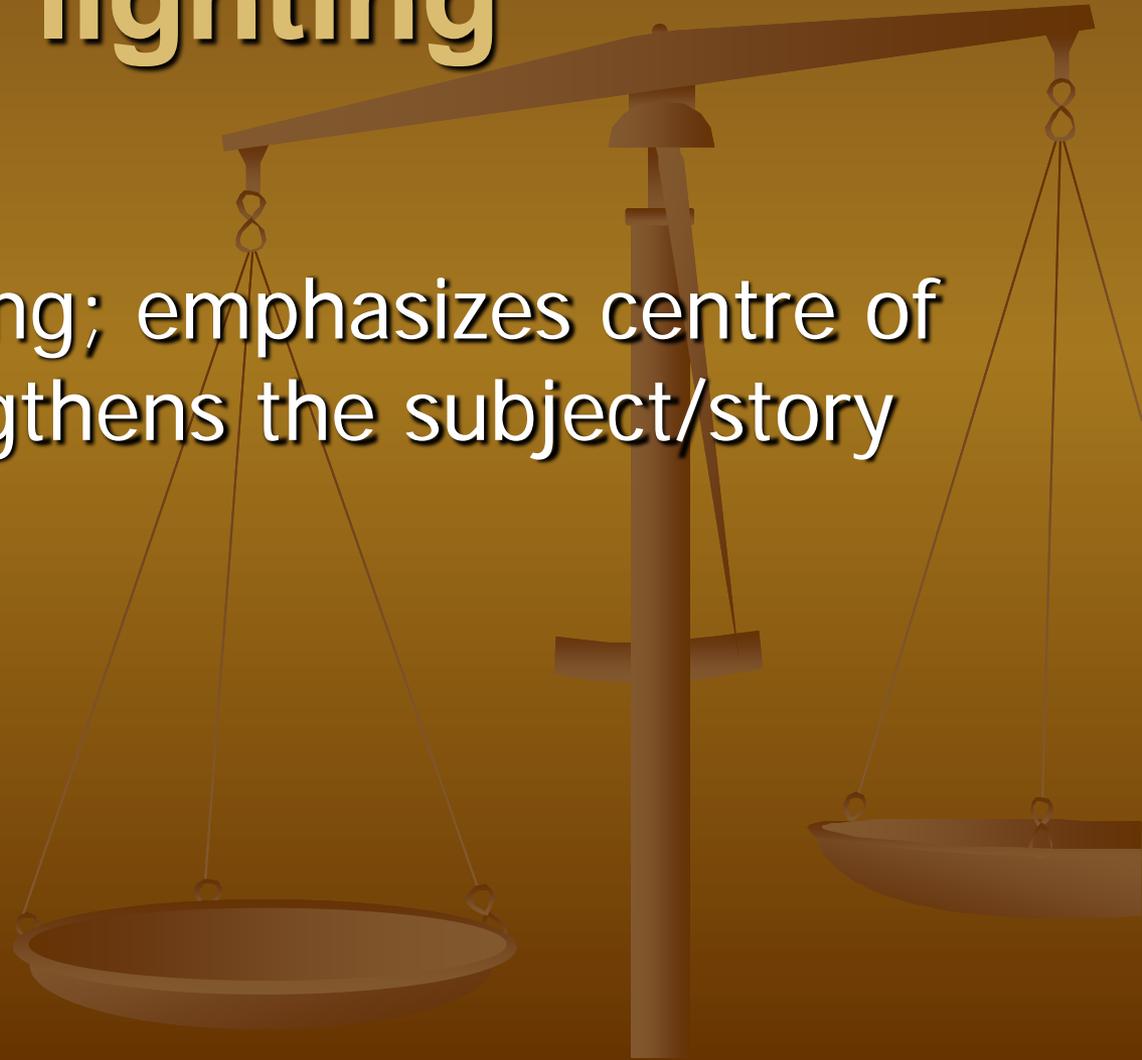
## 2. Mood provoking

- Image excites, angers, calms, inspires, or evokes other strong emotions



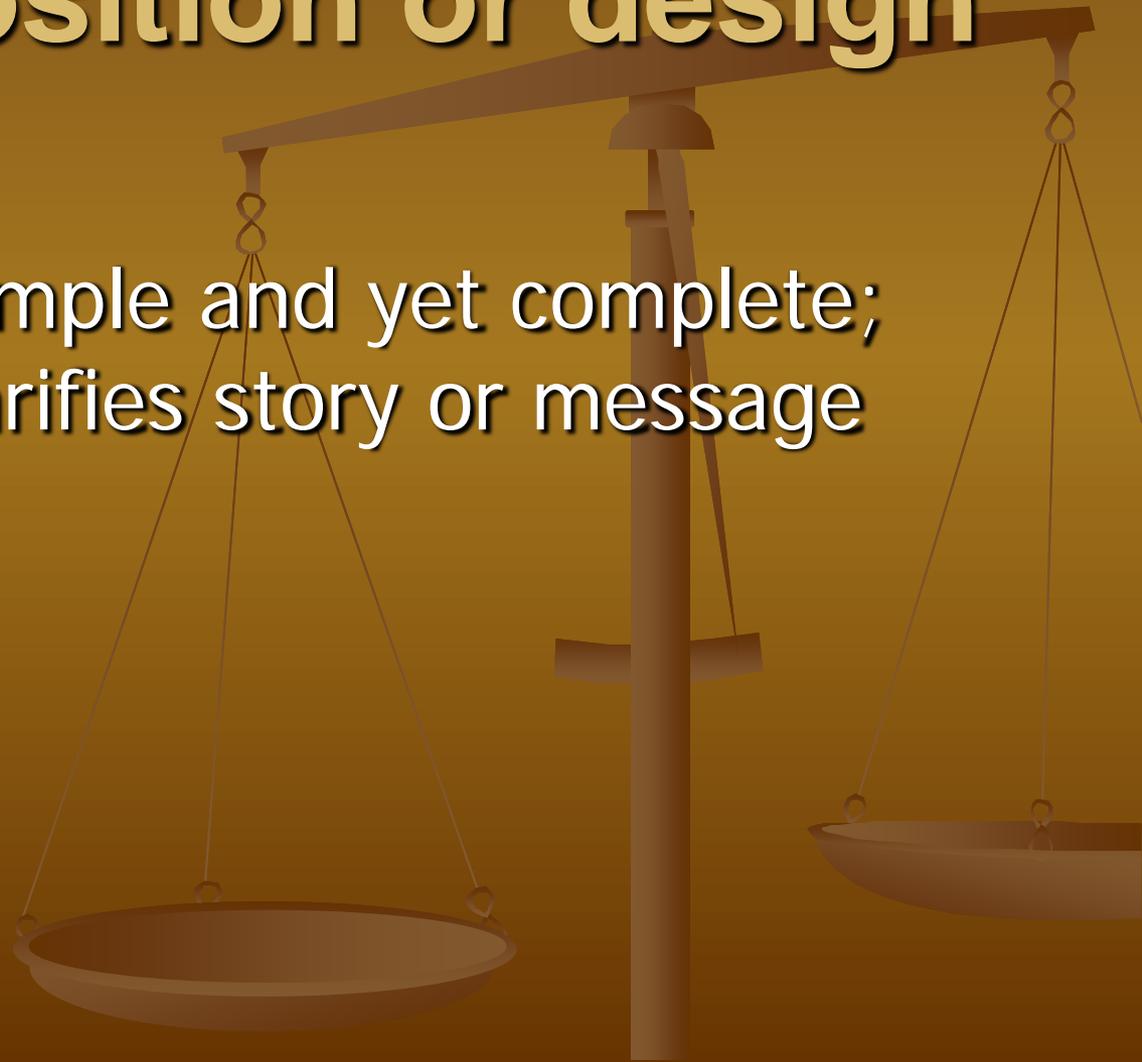
# 3. Dramatic or unusual lighting

- Unique lighting; emphasizes centre of interest; strengthens the subject/story



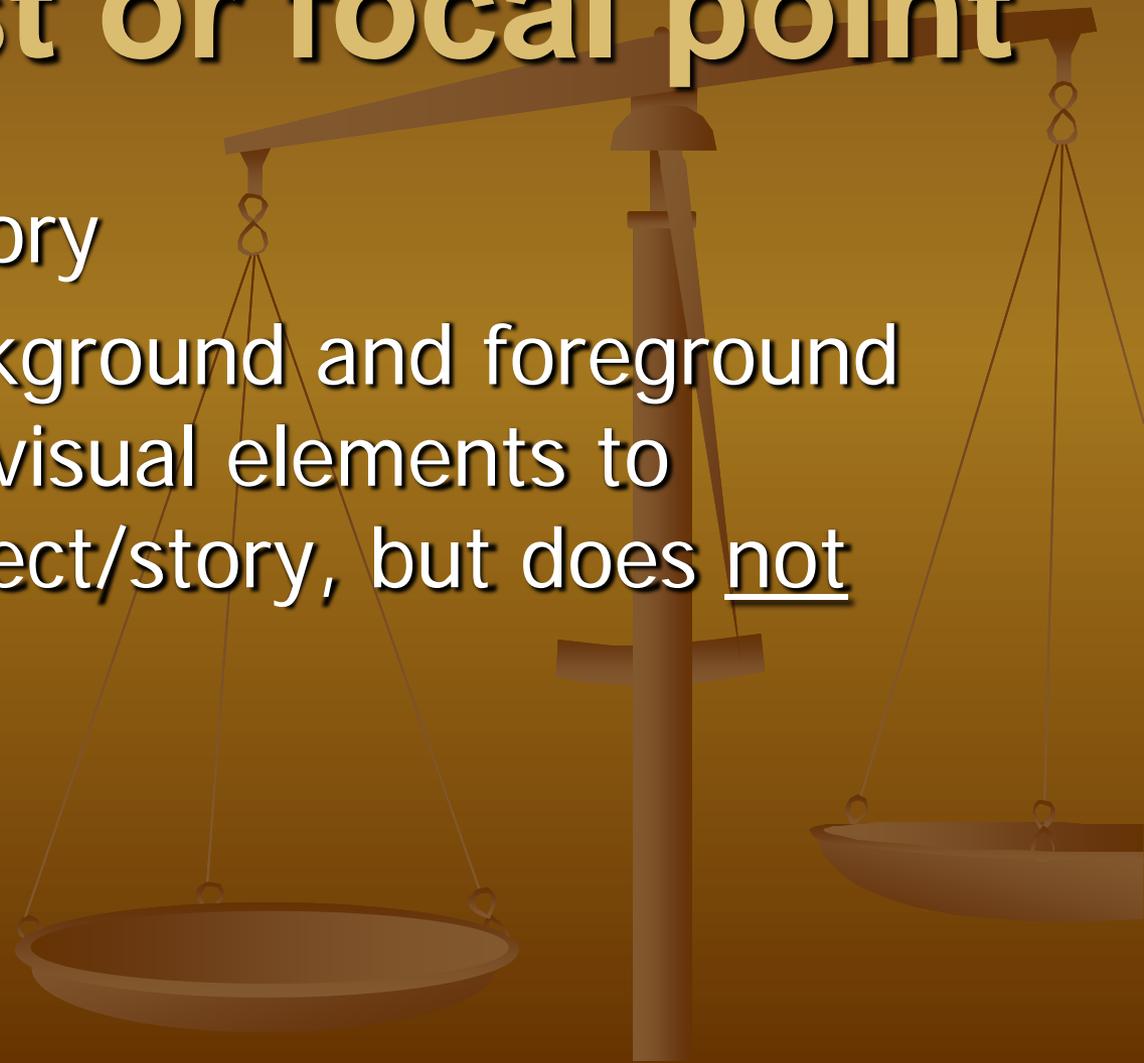
# 4. Dramatic or unusual composition or design

- Originality; simple and yet complete; strengthens/clarifies story or message



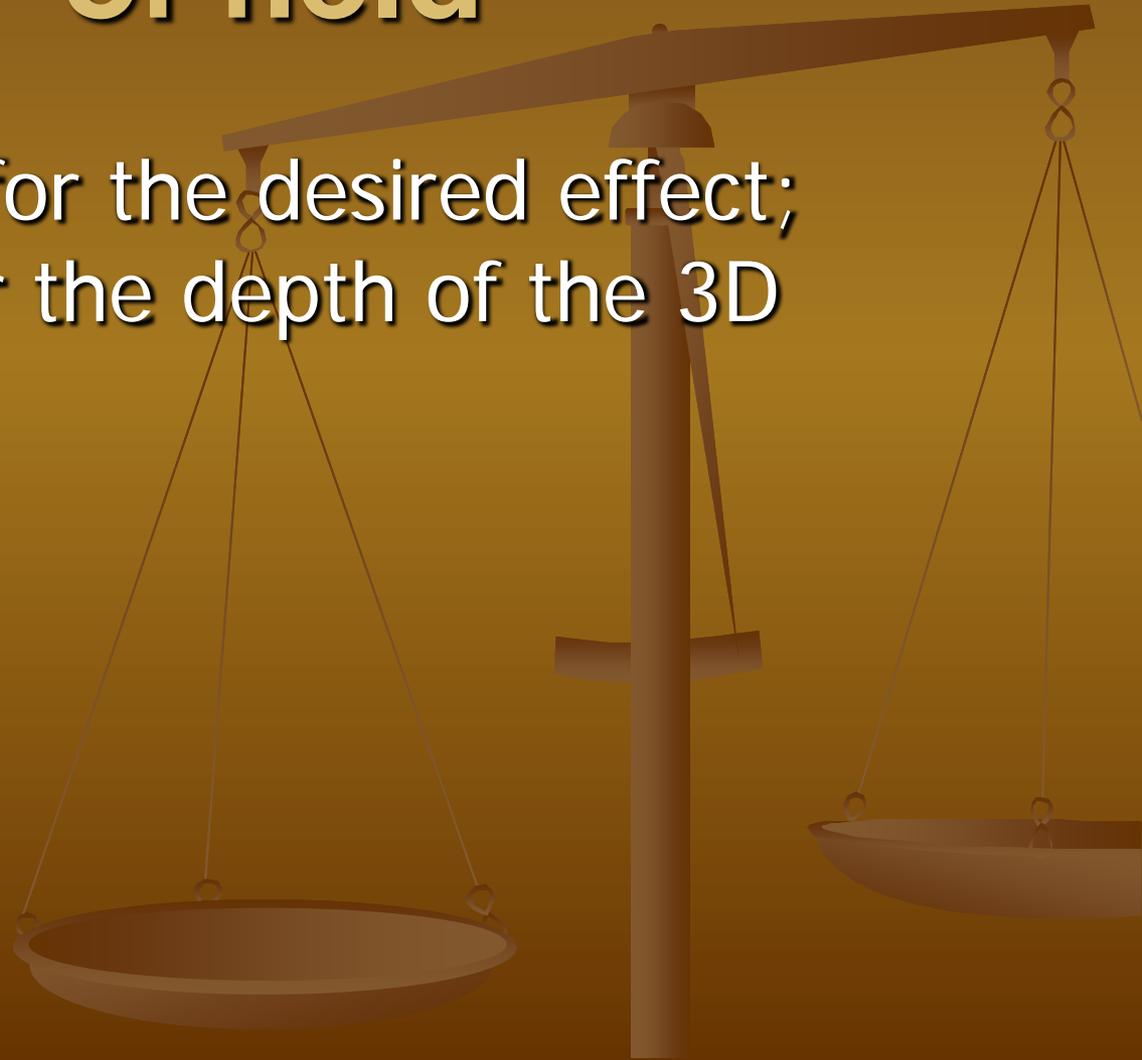
# 5. Strong centre of interest or focal point

- Strengthens story
- Allows the background and foreground areas and other visual elements to support the subject/story, but does not compete with it



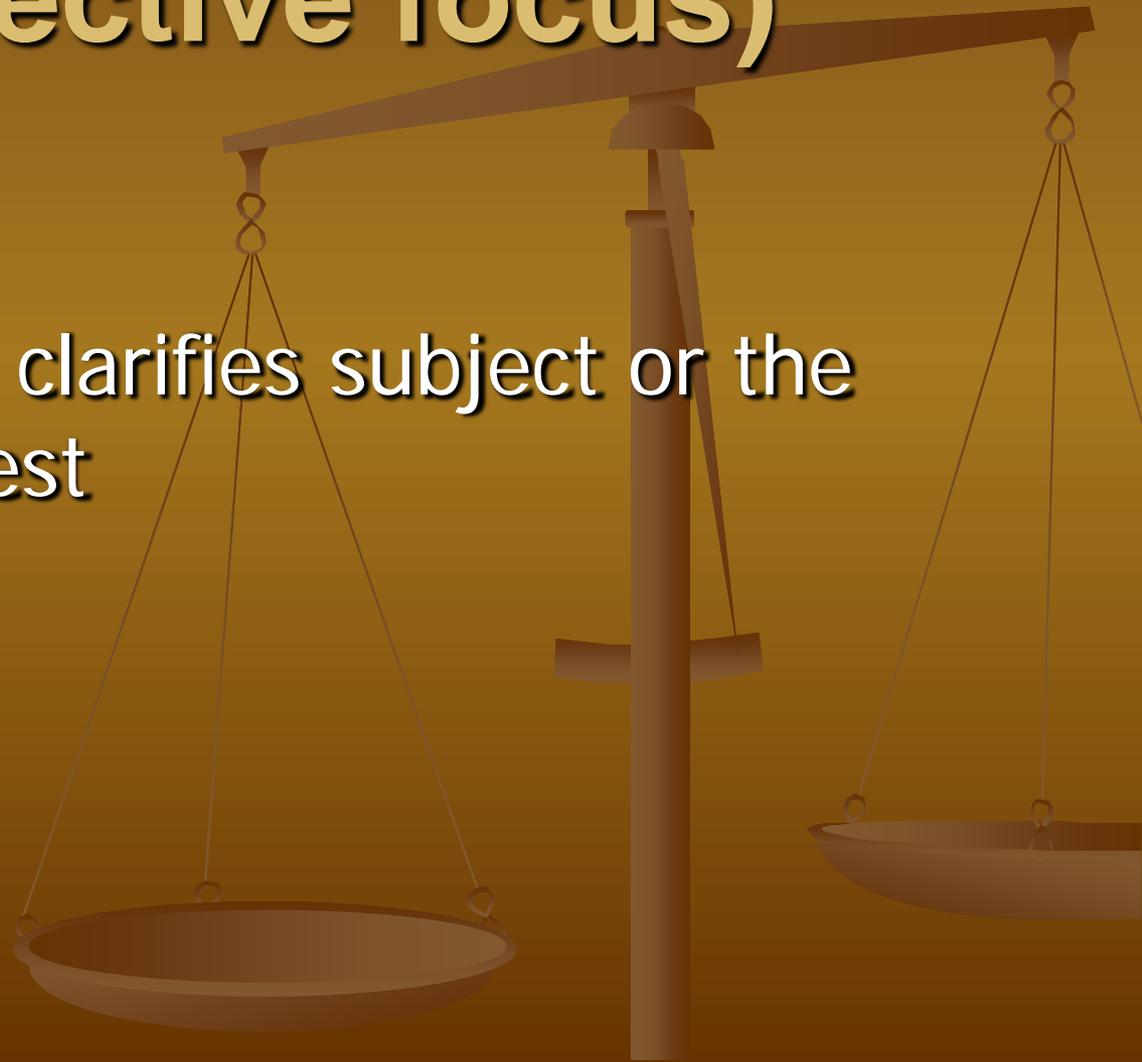
# 6. Point of focus and depth of field

- Appropriate for the desired effect; appropriate for the depth of the 3D subject(s)



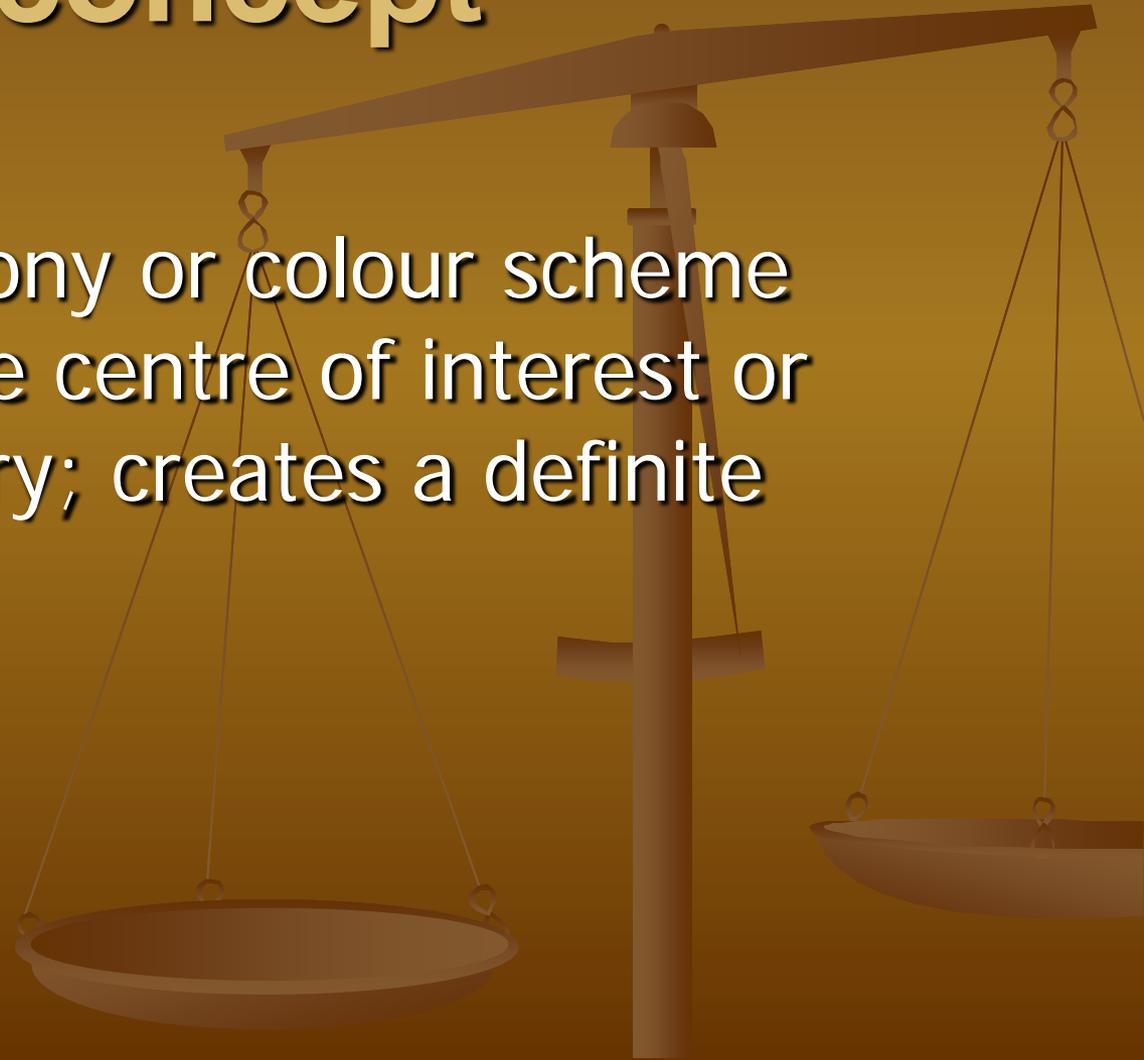
# 7. Differential focusing (selective focus)

- Strengthens, clarifies subject or the centre of interest



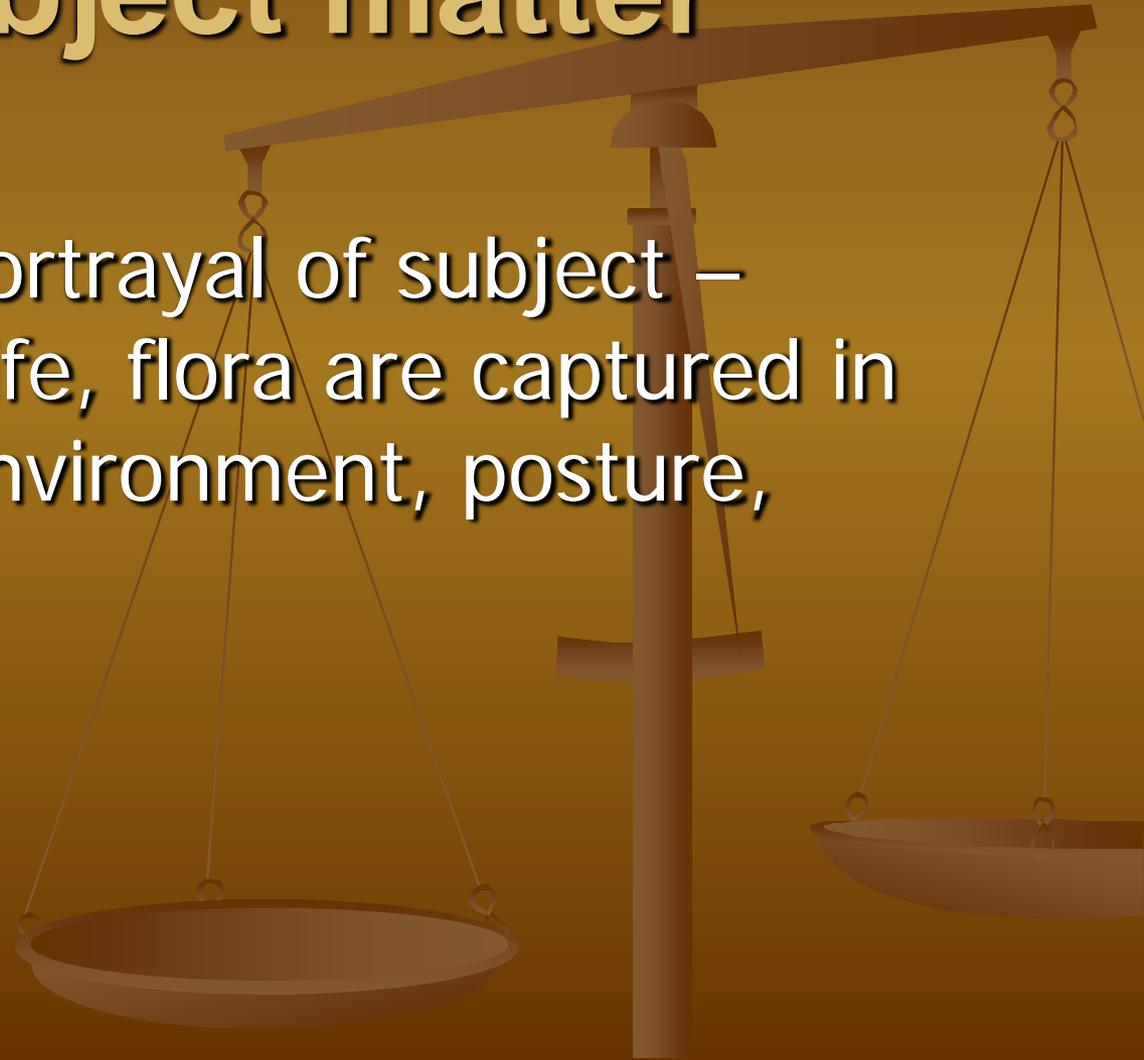
# 8. Colour theme or concept

- Colour harmony or colour scheme emphasizes the centre of interest or the overall story; creates a definite mood



# 9. Authentic, credible subject matter

- Legitimate portrayal of subject – portraits, wildlife, flora are captured in their natural environment, posture, clothing, etc



# 10. Humour

- Originality; dignified (not insulting) and of good quality

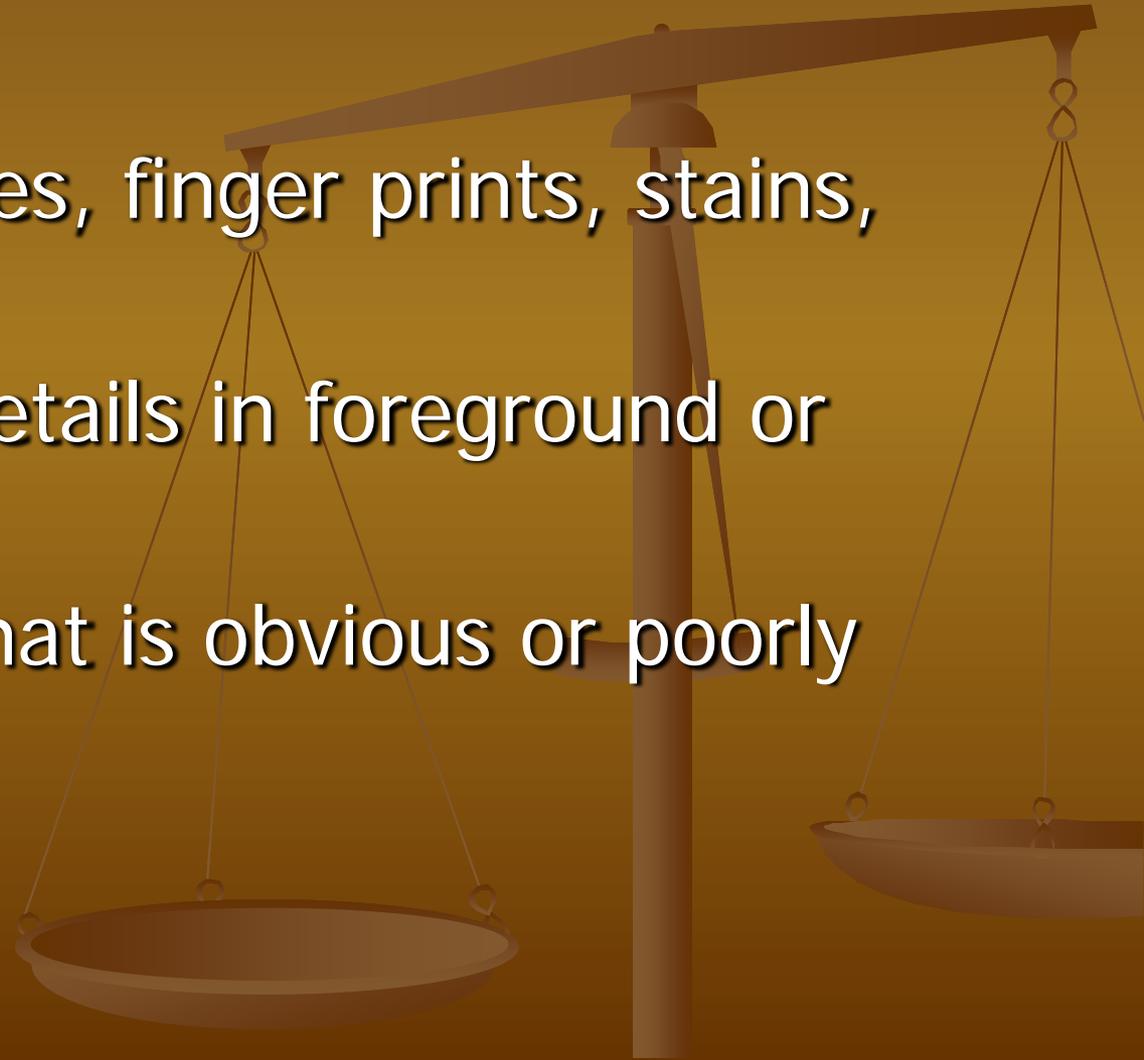


# NEGATIVE VALUES



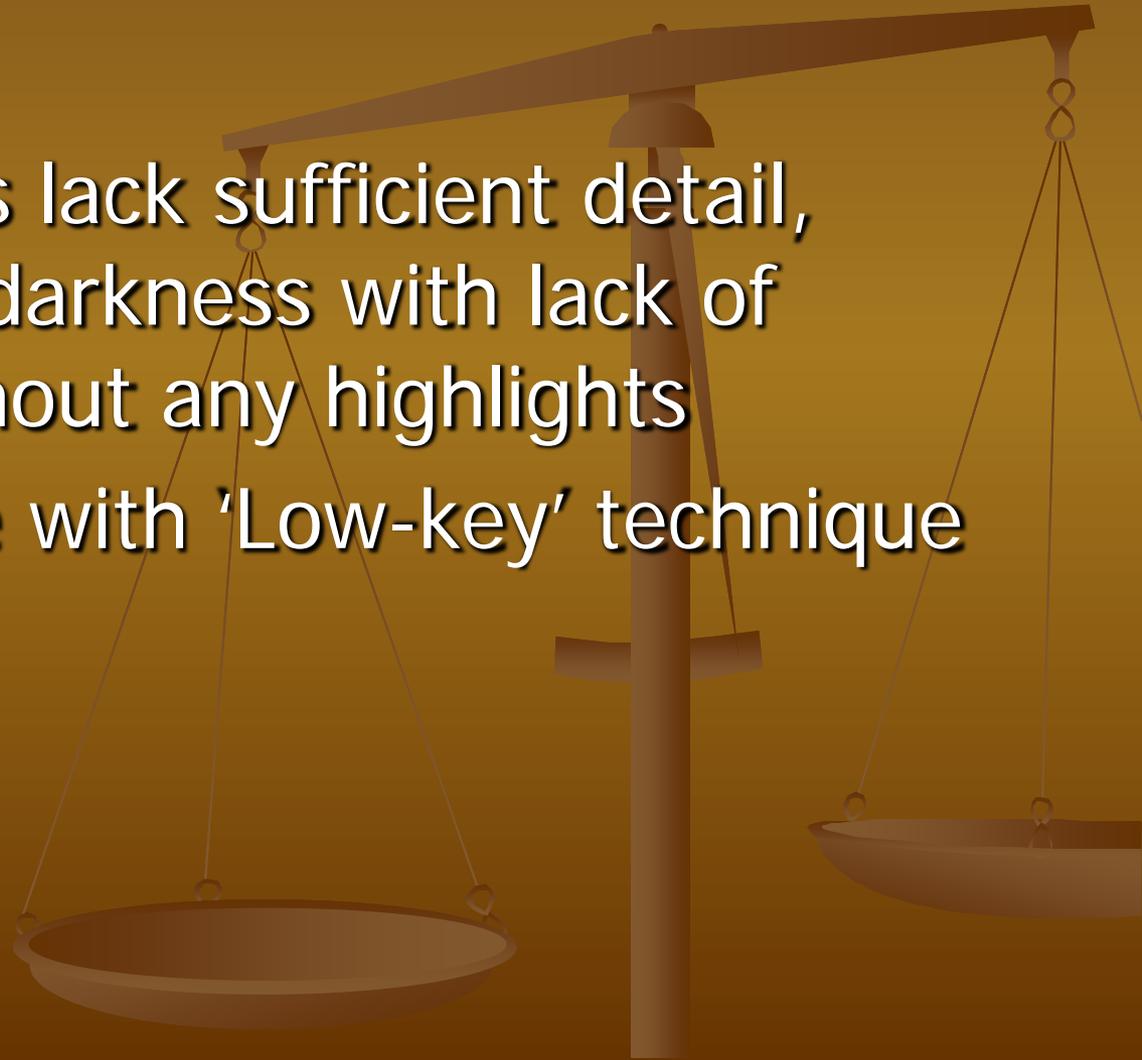
# 11. Unwanted distractions

- Dust, scratches, finger prints, stains, etc.
- Extraneous details in foreground or background
- Retouching that is obvious or poorly done



# 12. Under-exposure

- Shadow areas lack sufficient detail, overall picture darkness with lack of contrast or without any highlights
- Don't confuse with 'Low-key' technique



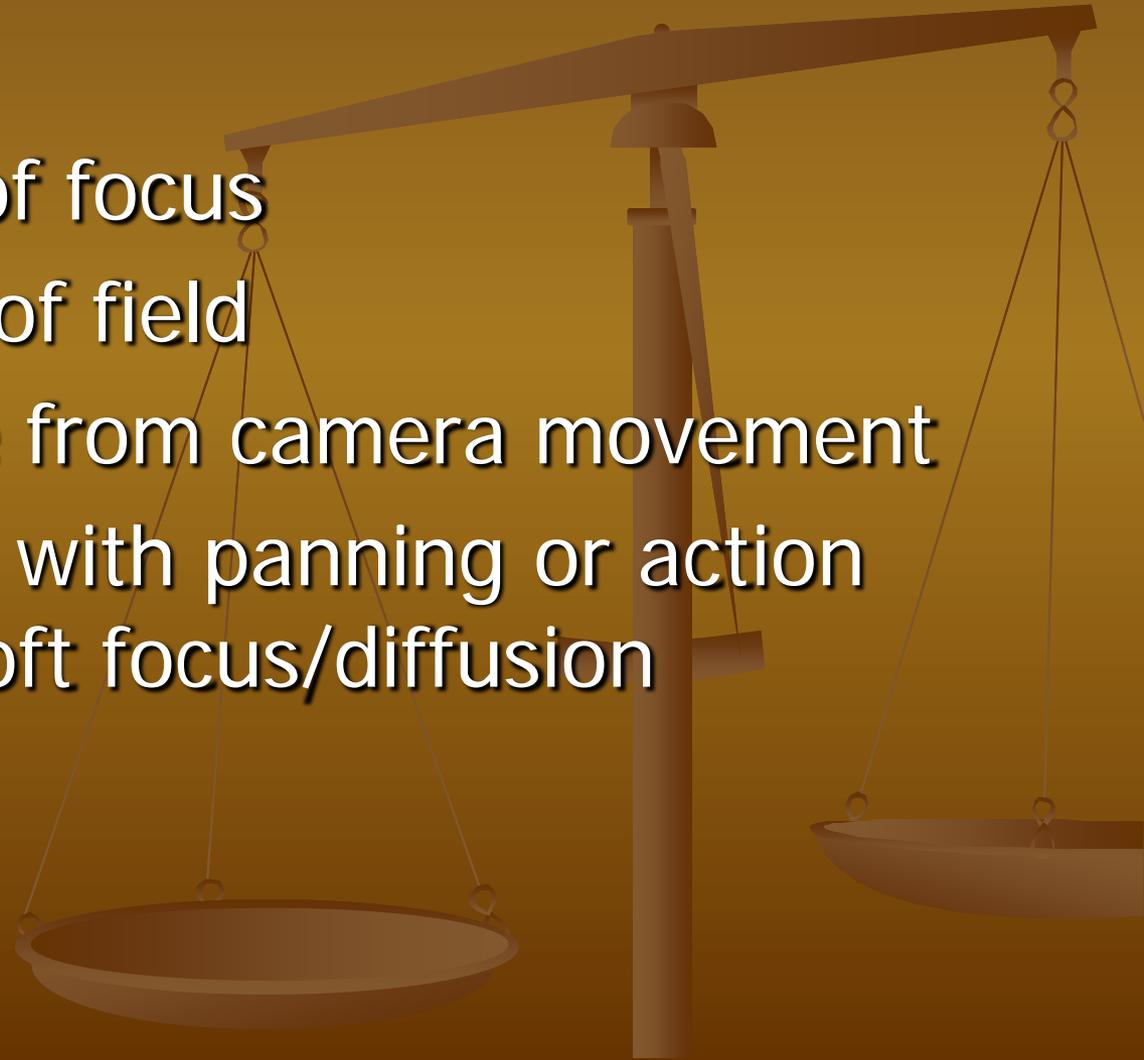
# 13. Over- exposure

- 'Washed-out' detail in highlight areas
- Don't confuse with 'High-key' technique



# 14. Out of focus

- Wrong point of focus
- Wrong depth of field
- Blurred image from camera movement
- Don't confuse with panning or action movement or soft focus/diffusion techniques



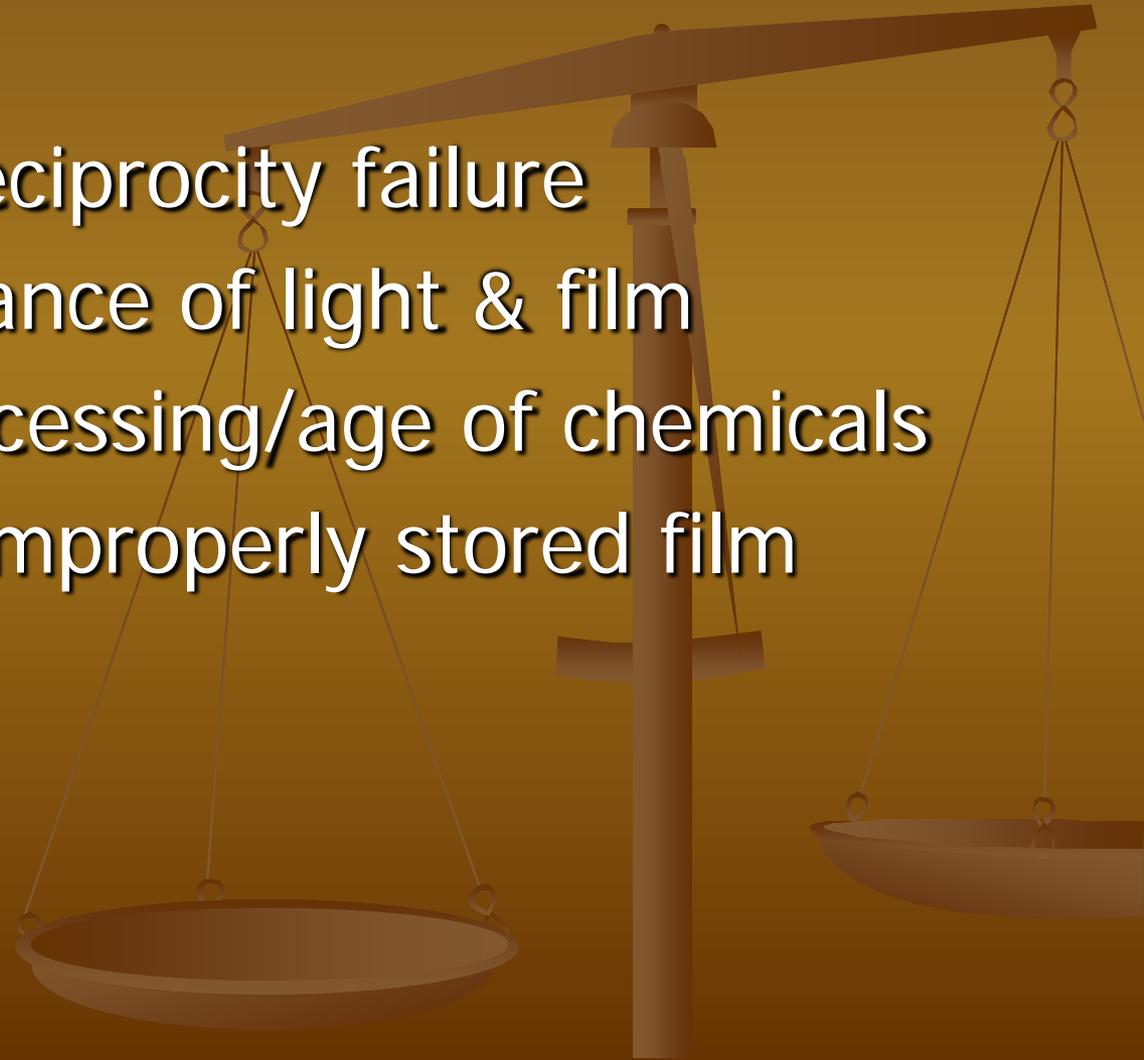
# 15. Lens flare

- Results in a lack of contrast



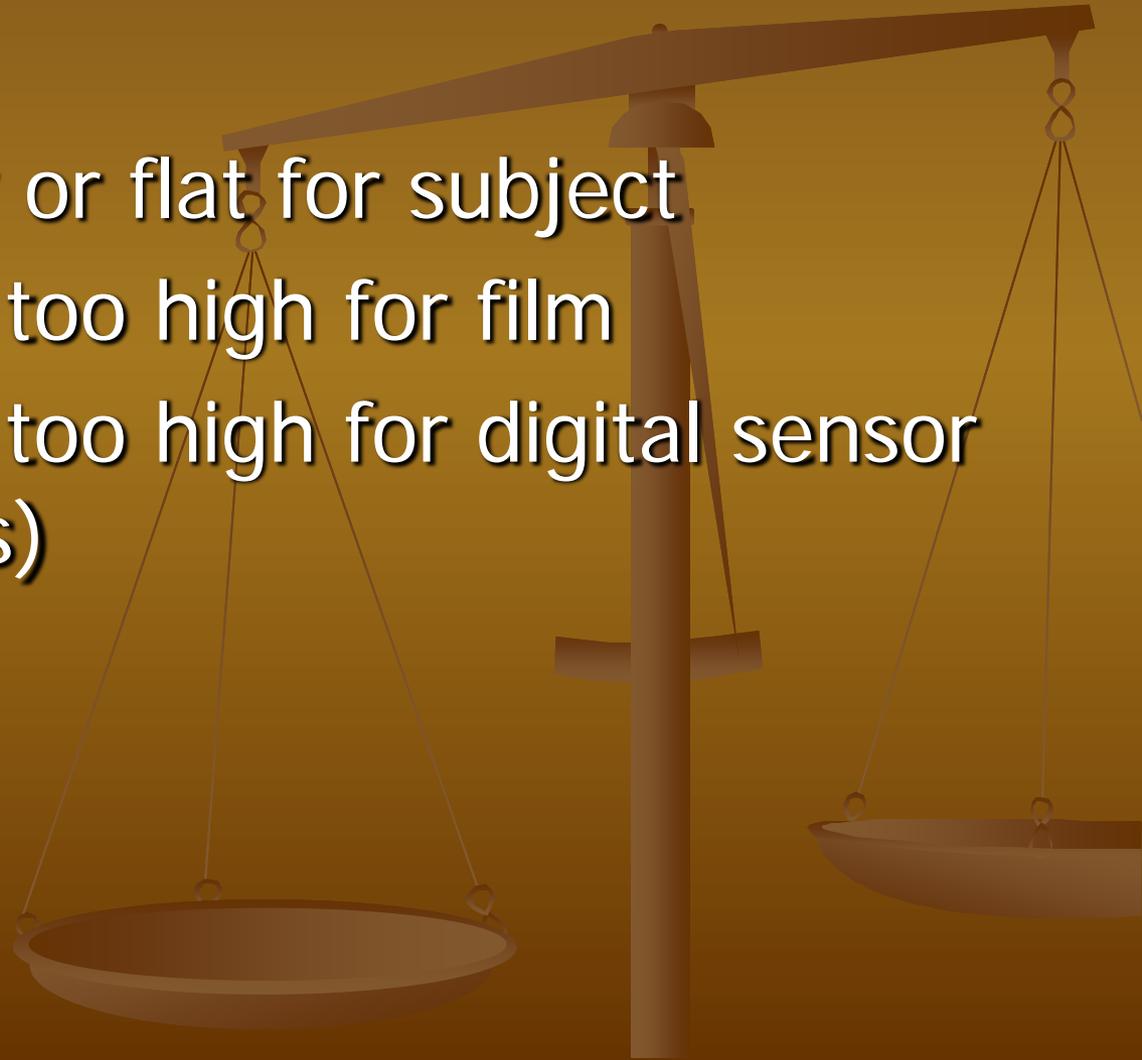
# 16. Colour shift

- Caused by: reciprocity failure
- Improper balance of light & film
- Improper processing/age of chemicals
- Outdated or improperly stored film



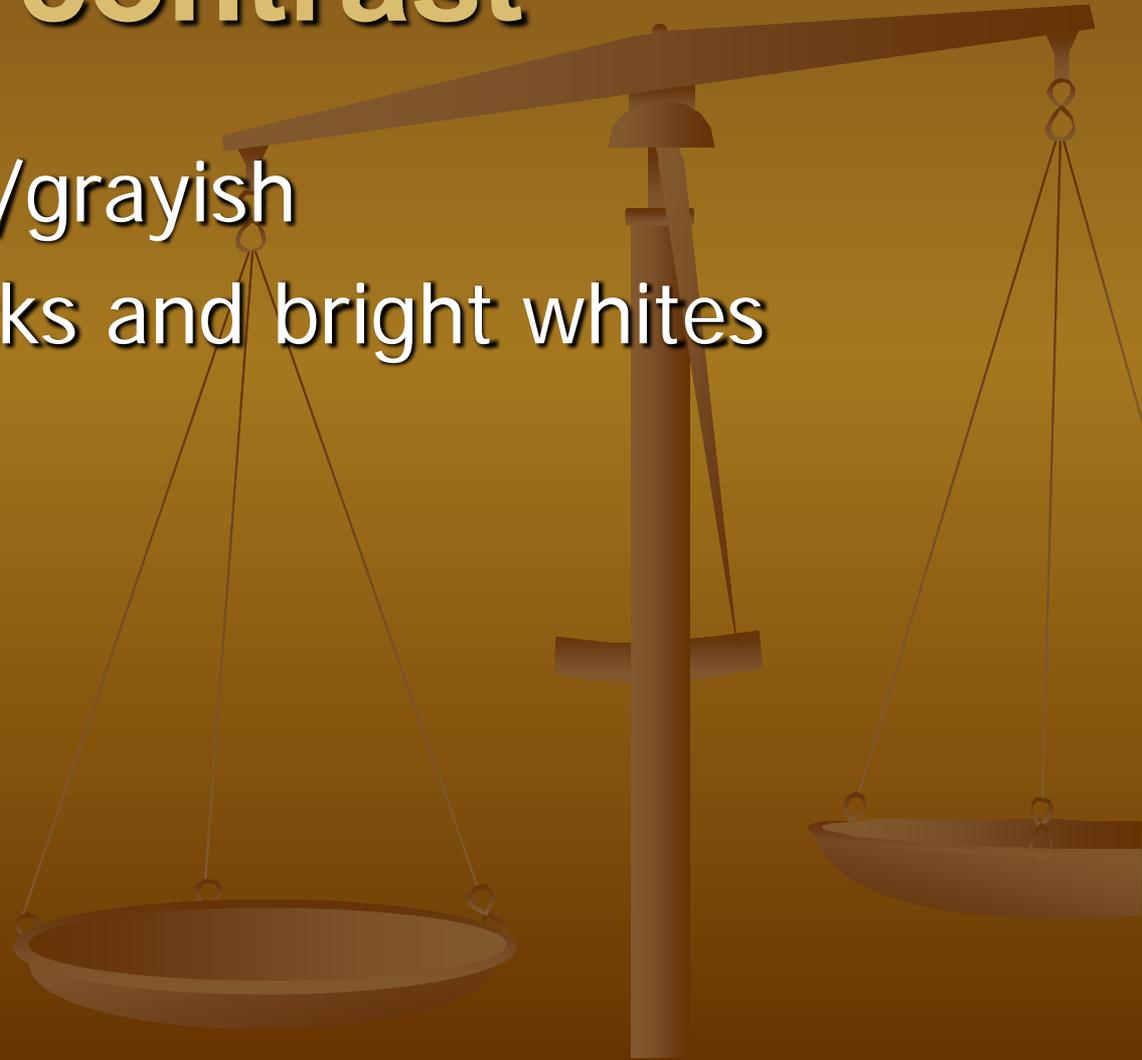
# 17. Poor lighting

- Too contrasty or flat for subject
- Lighting ratio too high for film
- Lighting ratio too high for digital sensor (digital cameras)



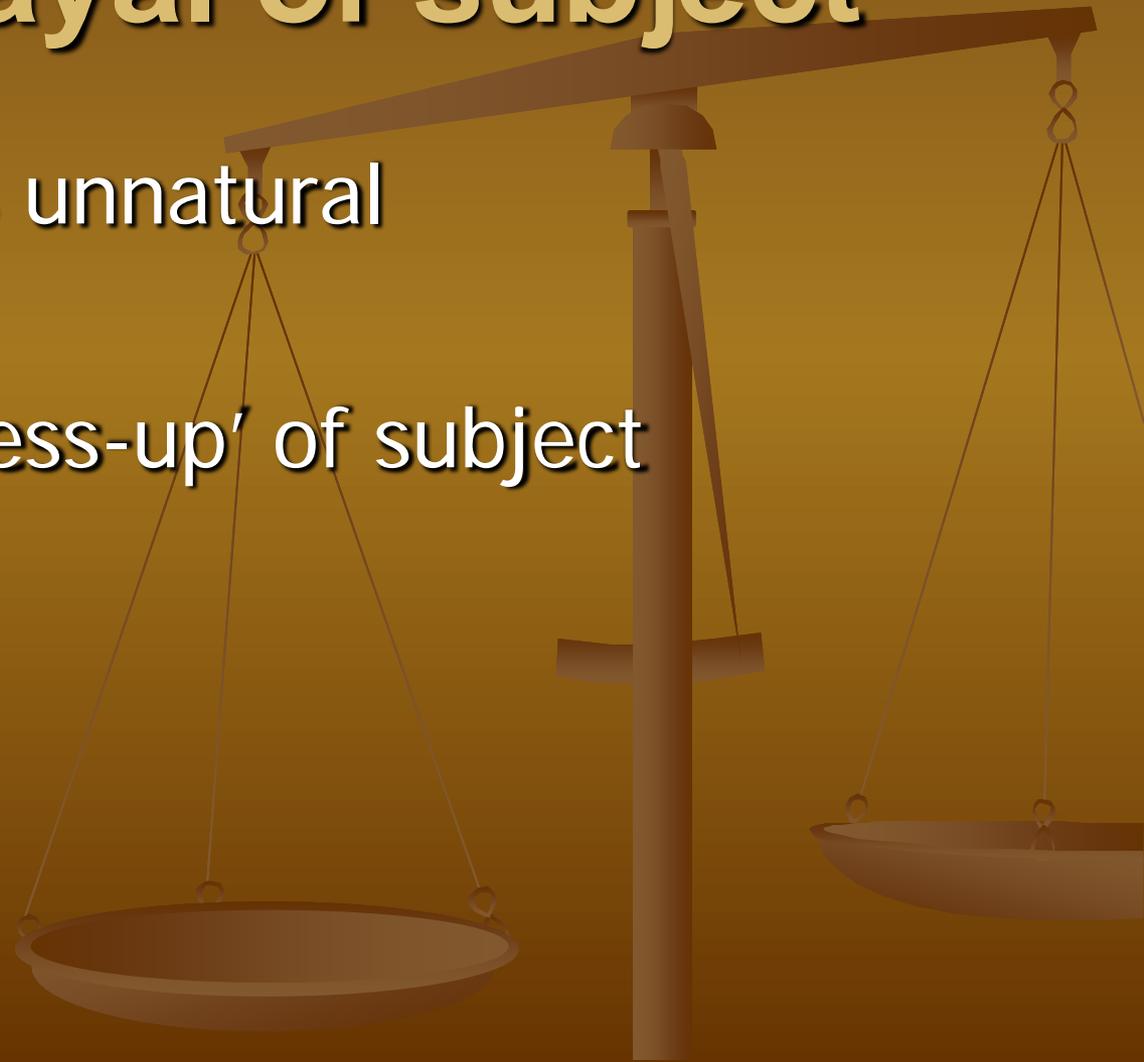
# 18. Poor Print Quality - contrast

- Prints are flat/grayish
- Lack rich blacks and bright whites



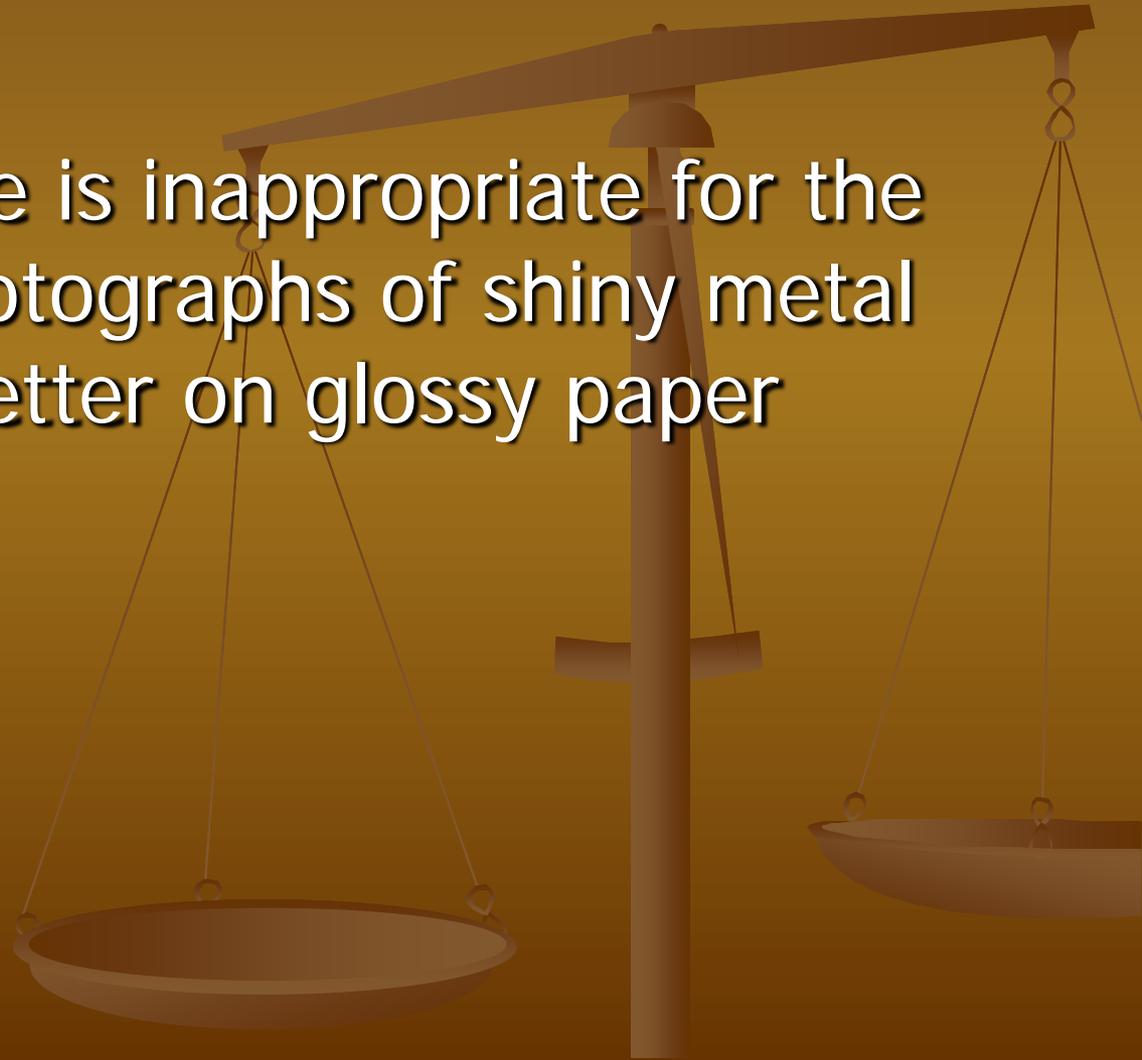
# 19. Artificial or hokey portrayal of subject

- Subject looks unnatural
- Artificial
- Contrived 'dress-up' of subject



## 20. Wrong choice of print paper

- Gloss or matte is inappropriate for the subject, i.e. photographs of shiny metal subjects look better on glossy paper



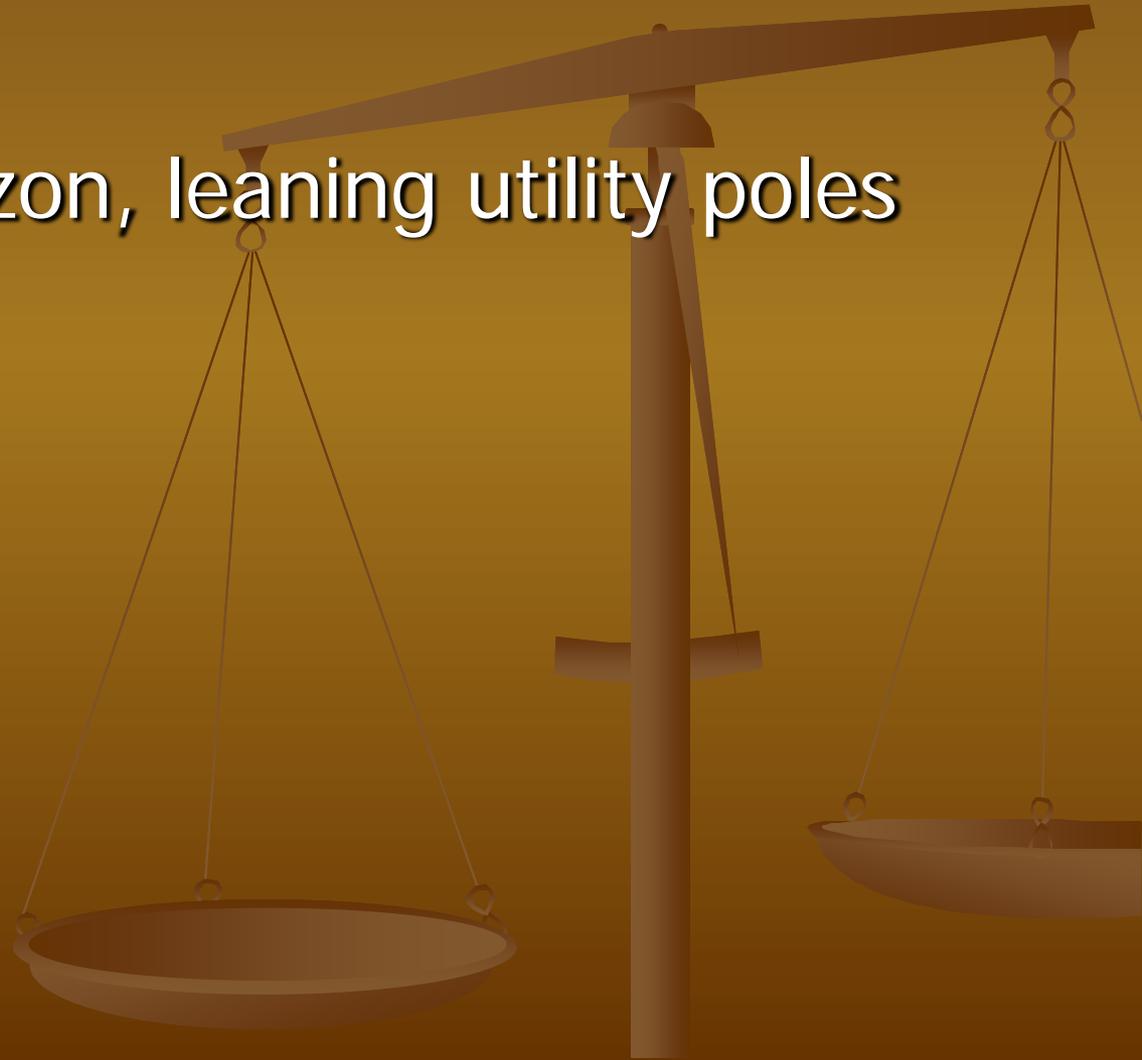
# 21. Poor cropping or matting

- Subject is cut off or too close to the edge of the picture
- Ragged, warped, dirty or bizarre mounting or wrong choice of mat board
- The mat should complement, not distract from the photo image



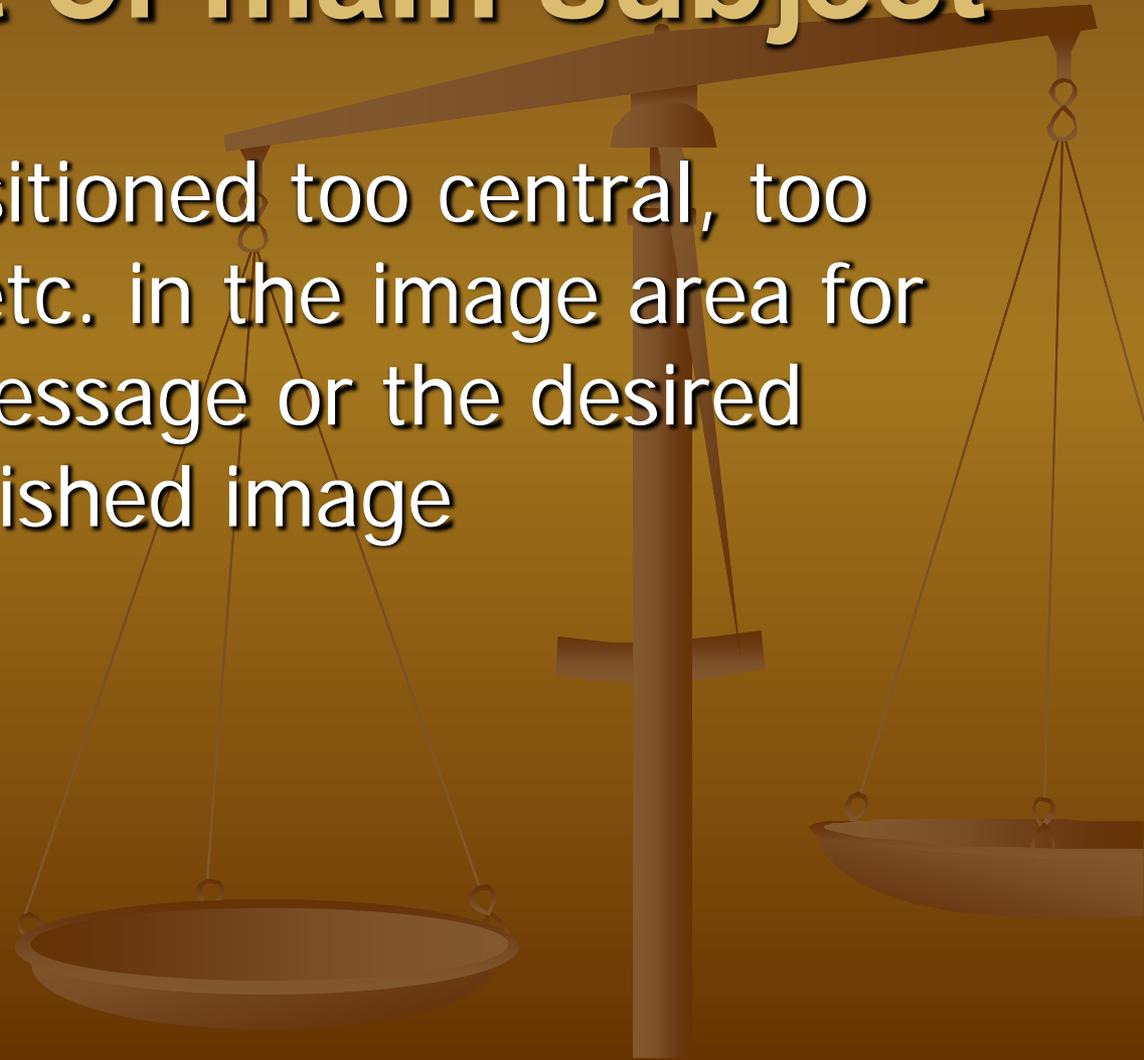
# 22. Unwanted distortion

- Crooked horizon, leaning utility poles, buildings, etc.



# 23. Inappropriate placement of main subject

- Subject is positioned too central, too high, too low, etc. in the image area for the intended message or the desired effect of the finished image





By Andre Cabuche, AFIAP

639 Pimlico Road

Kelowna, BC V1W 2Z2

Tel; (250) 764-0560

Email: [andrecabuche.photoarts@telus.net](mailto:andrecabuche.photoarts@telus.net)