

# Manly Camera Club

## Occasional

## Bulletin

June 2020

### A change of approach

This, our first Club Bulletin, is a new approach to club communication which will replace our Newsletters. As our main interest is in the art and practice of photography rather than social events we will focus on material that is immediately useful. This series of Bulletins will be posted on our website for future reference.

Our switch to Zoom meetings has been working well and we want to build on some of the lessons learned. This leads us to our second change of approach, and which is the subject of this Bulletin: **Competition Judging and our expectations of their judging.**

The purpose of holding competitions is to receive and understand constructive feedback from judges and learn how to improve our images and raise the standards of our club. Judges' critiques can be difficult to understand at times when there are apparent disparities between their comments and their scoring.

Previously we had not sought to overtly define judging criteria relying instead on their experience and training. We believe we need to ask for a bit more of our judges so that the critiques are more helpful to us in explaining the graduation in scores that match image standards displayed. That is not to say that there will not still be an element of subjectivity involved.

We hope a more structured critique will also provide information to members that will assist us in self critique of our own images prior to submitting them for competition.

Accordingly we will ask judges to apply three groups of criteria that we hope will result in more helpful feedback on how we might improve our image making.

#### Judging

More information and less compliments needed from judges.

It is hard to improve without knowing what is wrong with our images.

#### A new way

Some simplified criteria for judges to measure creativity, technical competence and artistic treatment which enhances the story and Centre of interest.

#### Tips on assessing your own images

Zoom into 100% and look carefully for dust spots and over egged processing.

Turn the image upside down, close your eyes. Open them again and note where your eyes go.

(Continued on page 2)

The three groups of criteria encompass; the viewers reaction to an image; the technical excellence used; and the creativity applied to rendering the final image.

Criteria and Maximum points allowed \*

1. Emotional impact, Storytelling, Creativity 5
2. Technical Excellence, Focus, Colour Balance, Lighting 5
3. Composition strength, Centre of interest, Subject matter 5

\* Judges will not be asked to provide a score for each group of criteria, rather that the score out of 15 is weighted in the manner suggested and that critique reflect this evaluation method and be consistent with the score.

Their critique should assess images utilizing a broad range of points across each criteria category to delineate; outstanding (5), good (3-4), or needs improvement (1-2) for each group. We also ask they include comments on what they liked or felt could be improved.

**We will refer judges to this bulletin as background to the scoring and critique expectations of the club.**

The source of this approach is noted at the bottom of this page however we have changed our approach to match the context of the judging method we use that is more informal and less prescriptive

## Scoring criteria explained

### Group 1: Impact, Storytelling, Creativity

- **Impact** is the sense one gets upon viewing an image for the first time. Compelling images evoke laughter, sadness, anger, pride, wonder, or some other intense emotion.
- **Storytelling** refers to the image's ability to deliver a message or evoke the imagination. One beautiful thing about art is that each viewer might collect his own message or read their own story in an image.
- **Creativity** is the original, fresh, and external expression of the maker's art or imagination by using the medium to convey an idea, message or thought.

**Source of the suggested criteria:**

<https://www.hsvcameraclub.com/judging-and-scoring-criteria.html>

## **Group 2: Technical Excellence, Focus, Color Balance, Lighting**

- **Technical Excellence (in camera & processing)** is the quality of the image itself as it is presented for viewing. Sharpness, exposure, processing, and correct color are some items that speak to the qualities of the image.
- **Focus** is that sharp and detailed portion of the main subject of the image and is something we all aspire for in the majority of our shots. However, intentionally leaving your main subject out of focus can also create stunning images.
- **Color Balance** supplies harmony to an image. An image in which the tones work together, effectively supporting the image, can enhance its emotional appeal. Color balance also presents the tones of the image in a fashion that is believable to the viewer. Color balance is not always harmonious and can be used to evoke diverse feelings for effect.
- **Lighting** refers to how dimension and shape are defined in an image. The lighting, which is the key to the photo, can be natural or artificial and should enhance the image.

## **Group 3: Composition, Center of interest, Subject Matter**

- **Composition** is important to the design of an image, bringing all of the visual elements together in concert to express the purpose of the image. Proper composition holds the viewer in the image and prompts the viewer to look where the creator intends. Effective composition can be pleasing or disturbing depending on the intent of the image maker.
- **Center(s) of interest** is the point or points on the image where the maker wants the viewer to stop as they view the image. There can be primary and secondary centers of interest. Occasionally there will be no specific center of interest when the entire scene collectively serves as the center of interest.
- **Subject Matter** should always be appropriate to the topic or story being told in an image