CVDCC: Pictorial Judging Criteria

Judges will score each image between 5 and 9, where 9 represents a perfect image. They will use the '**WOW**' definition and '**IMPACT**' criteria, as defined below, as yardsticks for assigning the scores as follows:

> 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**'

The image **must** fulfill the requirements of the category else it should be scored lower or, in the case of a complete misfit, disqualified.

Criteria: 'WOW' and '**IMPACT**' are defined as follows:

(a) **'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.

(b) '**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