

## PRINT AND DIGITAL IMAGE EVALUATION

Joe Constantino

When viewing an image for the first time the initial reaction is determined by the subject matter, composition, and technique used by the photographer. The viewer then evaluates the photo based upon his or her reaction to the combination of components. The photographer is entitled to an unbiased evaluation based on these components. Listed below are the three components and what to look for when determining a fair score:

1 SUBJECT: Does the subject have impact? If not, is it treated so that it is pleasing to the eye? If more than one subject, is one treated in a subordinate manner so as not to compete with the main subject? Remember that odd numbered subjects, i.e. 1 3 5 7, are more pleasing to the eye than even numbered subjects, 2, 4,6. Is the main subject too large or too small?

COMPOSITION: Does the composition follow the rule of thirds? If not, is the composition acceptable or good anyway? If not, what is wrong with it? Centered subjects are not always bad. Look for leading lines. Vertical images are usually bolder and more powerful than horizontal lines, which are usually more passive. Diagonal lines show direction and imply motion while curves provide grace and charm and are pleasing for the eye to follow. Horizon lines must be straight.

3 TECHNIQUE: This is basically the manner in which the photographer uses the technical elements of his art to express himself. Was the correct shutter speed and aperture used to capture action if any, or used to blur to show speed? Was the correct aperture used for the correct depth of field to keep everything in focus or to use selective focus? Is there good color saturation throughout? Is the photo over or underexposed? Is there good print quality? Is there good contrast in the print? Are the hot spots eliminated? Is the print or slide clean and dust free? Was the print mounted properly?

The variety of subject matter is virtually unlimited. The treatment of this subject matter, technique, and the placement of the elements, composition, will determine the quality of the photo. This may be done in one of two ways. When viewing the image, determine on an overall basis, usually from 5 to 9 what the overall score should be. Five for poor, six for below average, seven for average, 8 for above average and nine for superior or outstanding.