

Appraising The Image

What makes a good Image?

Impact (Wow factor)	Like Good/great content & technique Impact vs. sustained interest
Composition	Composition Balance/geometry Centre of interest
Technical Excellence	Focus Colour- balance Depth of field Monochrome Lighting & detail Technique & content (technical excellence)
Interest -Story	Communication/emotion/message Making you think Nostalgia Subject/content Encourages observation Story telling
Creativity	Purpose Mood Viewer & photographer Creativity
Other	Record Representation of memory Discipline of appraisal

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What should we consider when processing an image

• What am I trying to say with this photo?	Does it match the vision? What trying to say? Purpose for viewing?
• Is the composition good?	
• Is it sharp?	Sharpening (end)
• Is it straight?	Straighten/horizon
• Does it need cropping?	Crop
• Is it bright enough?	Lighting/exposure
• Is the contrast OK?	
• Is the colour OK?	Colour/saturation
• Are there parts of the image that need adjusting?	No blemishes Local adjustments? Cut & Paste
• Other	Print or project (output)? Key words for catalogue