

Enhanced Photo

Criterion	Exceeds Expectation 7 – 10 points	Meets Expectation 4 – 6 points	Below Expectation 0 – 3 points	Score
Content:				
Is there a clear purpose or intention? Is a story being told?				
Is the subject matter compelling?				
Composition: fills frame? Organization of elements? Use of Background and Foreground?				
Is everything in the frame essential to the image or are there parts that are distracting?				
Does the eye move around in the piece or get stuck in one or two places?				
Technical				
Is original source material good quality? Subject in focus? Good use of light and shadow? Image has a tonal range and adequate contrast?				
Are the digital effects used to improve/enhance the image?				
Are the digital effects used done so with mastery of skill or are they sloppy and unskilled? Are there enough/too much?				
If original imagery apparent is it integrated into final piece?				
Is information provided on the various digital tools used?				
Expression				
Is the visual language clear? Is it used consistently?				
Can the image stand on its own regardless of the tools and techniques used?				
Are there rhythm, movement, texture, color, light & shadow, etc. used to assist in conveying the idea or emotion of the piece?				