

APPRAISING PHOTOGRAPHS IN FIVE MINUTES

Communication

clarity of intent, imagination, creativity, empathy, originality, mood,
decisive moment

Visual

use of light, effective composition, viewpoint (no background distraction),
use of colour/mono, post-processing (no halos or noise), manipulation (does it work?)

Camera Work

focus, depth of field, shutter speed, aperture, suitably sharp,
exposure (no burned highlights or blocked shadows), tonal range,
colour (no casts), saturation

Overall impression

print quality, choice of paper, mounting, print size, careful processing, presentation.