

Category	Element	Things to Consider:
Emotional	Title	Does the title complement or contribute to the vision or message being presented in the image?
	Mood	Does the photograph evoke a mood?
	Impact	Does it WOW you?
	Subject	Is the subject relevant to the category?
	Imagination	Does the photographer show imagination, is it a common item shot in a new way?
Technical	Colour	Is the tint correct? Is it too cold or warm? Is it too saturated or unsaturated?
	Light	Is the light pleasing? Not too harsh or too soft? Does it add to the image?
	Exposure	Is the exposure correct? Are there portions of the image that are too bright or too dark?
	Sharpness	Is it focused where it should be? If it isn't focused, should it be?
	Technique	Does the photograph demonstrate that the photographer understands the technique required to capture the subject?
Organizational	Distractions	Are there dust or sensor spots in the image? Are there elements in the image that distracts from the main subject?
	Space	Is there enough negative space? Is there too much negative space? Is the subject crowded?
	Composition	Is the horizon level? Is the arrangement of the elements of the image pleasing? Does the placement please the eye or create tension?
<p>The judges will assign scores primarily based on the 'emotional' components of the images considering values such a creativity and emotional impact. Secondary emphases will be placed on the 'technical' aspects, followed by considerations of the 'composition'.</p> <p>Technical and Organization factors, such as exposure, sharpness, focus, space, and composition, will be considered solely to the degree they do or do not support or reinforce the creative vision and storytelling. Images will not be penalized in scoring for so-called technical rule infractions, such as focus, if that is immaterial to the creative vision and storytelling value of the image.</p>		