IPC IMAGE REVIEW TEMPLATE

Image Title	
Evaluator	
Date	
Theme submitted under	

1. Poor   2. Fair   3. Good   4. Very Good   5. Excellent   N or n. Not Applicable

Criteria: TECHNICAL AND CREATIVE	Score	Notes
1.	Focus/DoF		
2.	Composition		
3.	Lighting		
4.	Styling / Elements / Setup		
5.	Technique		
6.	Posing		
7.	Connection / Expression		
8.	Post-production / Editing / Retouching		
9.	Story-telling / Impact / Artistic Value		
10.	Presentation		
	FINAL IMAGE ASSESSMENT		*if not applicable to the theme then please disregard*
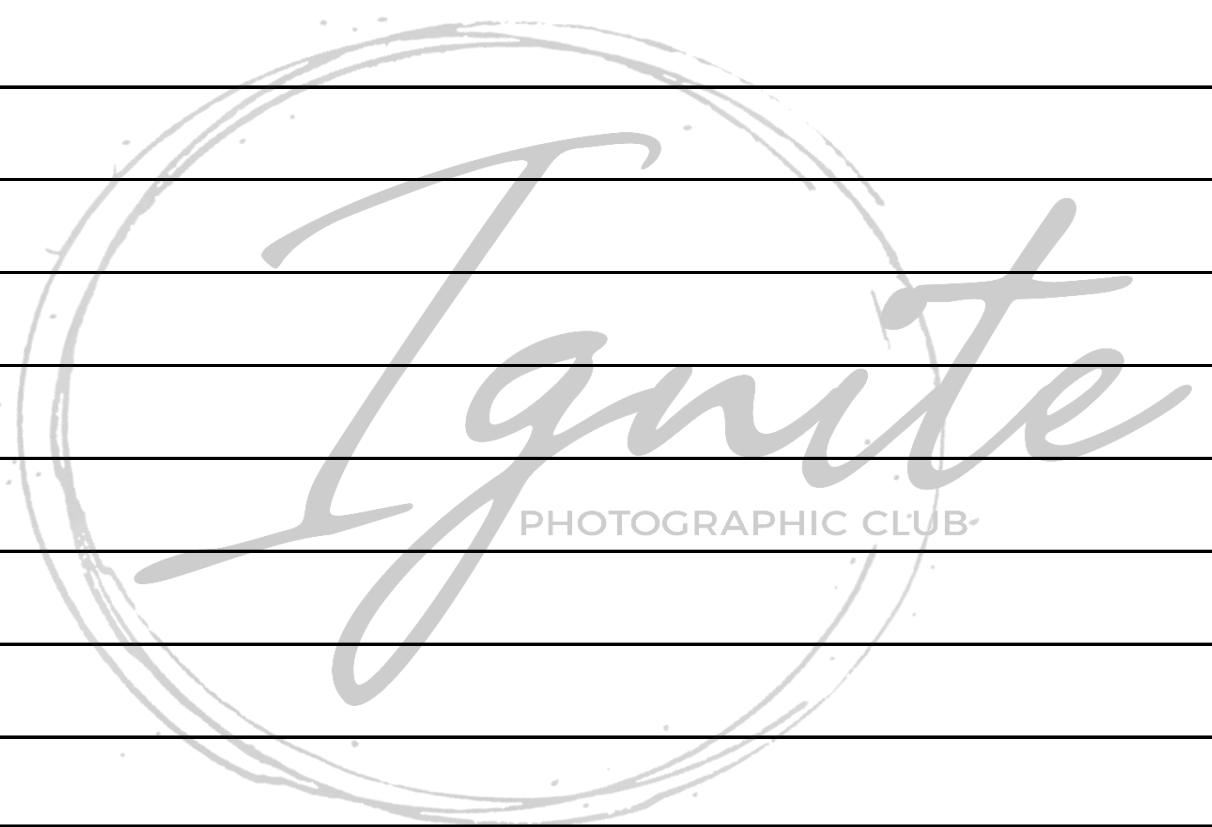
Criteria Breakdown

1. **Focus**
   - Perfectly sharpened (where appropriate) and focused images are key
   - Common Issues:
     - Images appear over-sharpened
     - Out of focus in the eyes (where appropriate)/Back eye in focus instead of front eye
     - Image is out of focus/soft when not intended
     - Depth of Field (DoF) not inappropriately applied

2. **Composition**
   - Good composition directs the eye to the subject without distraction
   - Common Issues:
     - Cropped too tight or at a joint of person/animal
     - Too much negative space on the sides or too much room overhead
     - Negative space incorrectly used
     - Shooting down on a subject instead of at eyeline (certain instances excepted)
     - Shooting up at a subject (certain instances excepted)
     - Subject not composed well in the environment
     - Something sticking out behind the head
     - Lines/shapes dissecting the head or neck

3. **Lighting**
   - Correct lighting is pivotal to great photography
   - Common Issues:
     - Too many shadows on the face of subject
     - Light too harsh on the subject
     - Not enough light on the subject
     - Too much light on the subject
     - Light needs to be diffused more
     - More reflector needed
     - Subject too close to the light
     - Highlights blown, no details in the shadows
     - Incorrect light placements (up or down)

4. Styling (where appropriate) / Elements / Setup

- Outfit/props/surroundings/backdrop must complement subject and story
- Common Issues:
    - Clash of warm and cool tones between subject and background
    - Either too many or too distracting accessories/props that overwhelm the subject
    - Too many patterns
    - Styling of props and outfit not matching the story/message
    - Makeup not appropriate for the story/model
    - Flyways! Hair blowing untidily on straight hair or fringe, or hairstyle is too severe for the subject

5. Technique

- The overall technique covers every aspect of the image – From start to finish, the equipment you use, t**he technical and artistic decisions you make**, and the story you choose to tell
- This encompasses everything you technically did to create the image

6. Posing

- One of the most important elements of portraiture - can be applied to other genres where appropriate
- Common Issues:
    - The subject looks uncomfortable
    - Hands are unnecessary or need work
    - Back of hand is too prominent
    - Unflattering face angles
    - Need to elongate the neck
    - Arms/limbs flat against the body
    - Chin needs to move forward, or is too far up or down
    - People/subjects together are not posed well

7. **Connection / Expression**
   - It sets the mood and tells the story. Good connection is essential
   - Common Issues:
     - Stern, blank and/or disconnected stare
     - Subject not comfortable / tense / not relaxed
     - Forehead too tense/frowning (if not appropriate to the story)
     - Lip or chin too tense and needs to relax
     - Smile too big or forced
     - Eyebrows need to relax/soften
     - Expression does not match the story / pose

8. **Post-Production / Editing / Retouching**
   - Great images will be edited to enhance the subject without over-processing it
   - Common Issues:
     - Super smooth or over processed skin / Loss of texture
     - Overly fixed hair/need to fix fly-aways
     - Under eyes need more retouching
     - Skin tones look off / skin too red
     - Overly sharpened subject/image
     - Eyes are overly sharpened and brightened
     - Dodge & Burn / Highlights & Shadows poorly managed
     - Even out and match skin tones on face and body
     - Heavy filters or too much grain
     - Too much vignette, liquify or warp
     - Colour tint / white balance is off
     - Poor compositing
     - Editing toolmarks obvious

9. Story-Telling / Impact / Artistic Value

- The viewer is **emotively informed or moved by the image / good artistic interpretation & Techniques applied** (if any)
- Common Issues:
    - Emotion/story/subject is not strongly conveyed so that it can be quickly interpreted
    - The emotive content and story feels too forced or manufactured
    - Story is unoriginal, "done before", or feels cliché
    - Subject looks uncomfortable and creates unease for the viewer

10. Presentation

- How you present the image - Format / border / tidied up (sensor spots etc) image
- This includes appropriately titleing the image and submitting to the correct category / genre / theme