

# COMPETITION SIG

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IMPACT = "WOW!" IMAGE

What are attributes of a WOW image?

The image has a compelling center of interest, colors that pop and very good composition

The image elicits an emotional reaction

- ▶ "That's a great image."
- ▶ "I wish I would have taken that photo"
- ▶ "How did you do that?"
- ▶ "I wish I was there"
- ▶ It tells a story ("about" something not "of" something)
- ▶ It delivers a message
- ▶ It is unique
- ▶ It is creative
- ▶ It is extremely beautiful
- ▶ It stops or emphasizes action
- ▶ It changes the ordinary into the extraordinary

Images also need a compelling Center of Interest (Not Subject) NOT ALL PHOTOS NEED A SUBJECT

If there is not a center of interest the image is not compelling

Compelling" = Demanding Attention

No matter how good your images may be, Do Not enter your version of Iconic images.

- ▶ The Judge has seen them all. Probably in his/her portfolio and will think those photos are better than yours.
- ▶ Such images are copies of other's work

Wow!, Compelling Center of interest: What other criteria will we use to judge the images?

Composition

Technical Attributes

Post Processing

Other Considerations

**Composition** = Organization of all the elements of an image to create a particular visual outcome

- ▶ Consider:
  - Placement of Center of Interest
  - Movement within Image = the eye moves through the scene to different elements of the image
  - Depth = Creating the illusion of three dimensions in two dimensions
  - Balance = Symetry within an image
  - Other Considerations:
    - Fill the Frame
    - Foreground = creates depth
    - Horizontal/Vertical?
    - Leading Lines = leads the eye into the image
    - Odd Numbers
    - POV Point of View = Angle of the shot. Eye level, from the top, straight on
    - Background = avoid distractions
    - Lines, Diagonals, Shapes
    - Distractions, Mergers, Cutoffs, Breathing Space = pay attention and move around to remove distractions. Make whole reflection visible. Don't cut off tails!

## Technical Attributes

- ▶ Consider:
  - Exposure = proper exposure for the subject. Don't lose the detail or blowout
  - Focus = everything in focus front to back unless there is a reason
  - Sharpness
  - Quality of Light = Flat light = often no shadows, uniformity, the same light across the image
    - Harsh light = no shadows, but no details
    - Good, warm light = is what we want

Other Considerations:

Texture

Detail

Noise

Use Shutter Speed to freeze or capture motion OR Use Aperture to create Selective Focus

## Post Processing

- ▶ Consider
  - Color and Contrast = must understand color. White balance can fix in camera or can fix in Photoshop
    - Shade = color is blue
    - Cloudy = blue cast but not as severe as shade
- ▶ Other Considerations:
  - Obvious Post Processing
  - Oversaturation
  - Over sharpening creates Halos *HIGH PASS SHARPENING IS LESS LIKELY TO CREATE HALOS!*
  - Dust Spots
  - Cloning Errors
  - Chromatic Aberration = is caused by lens dispersion, with different colors of light travelling at different speeds while passing through a lens.
  - Well Executed Composites
- ▶ OTHER CONSIDERATIONS
  - Not Excessively Cropped
  - No Unnecessary Noise
- ✓ Difficulty = How well done was a challenging image to take? Some "mistakes" might be forgiven for challenging shot
- ✓ Title = Can be important. Nature SIG wants action. ***Title should imply something is happening or about to happen!***
- ✓ Presentation

## Judges scoresheet:

Submitted Images

- ▶ Can be any size in jpg format
- ▶ Should include Metadata
- ▶ Title format: YourName\_Title\_Comp.jpg or YourName\_Title\_Rev.jpg
- ▶ You may submit up to two images to either Comp or Rev. Two images total
- ▶ There will be a link on the Competition SIG section of the website. Click on the link to upload your images to Dropbox
- ▶ There will be a link on the site for you to download the Judging scoresheet
- ▶ Images for January Contest are due by December 31