

Technology Media Fair 2009

Photography (Digitally Submitted)

Definition: A picture is worth a thousand words, and a great photograph can tell an entire story. Photography requires both technical know-how and a creative eye for design. All photos must be submitted in .JPG format. If a printed photo is to be entered, it must be scanned and submitted electronically.

Technical Considerations: 30%

- Quality and direction of light. Good use of flash when needed, good use of available light when no flash is used.
- Appropriate focus and depth of field.
- Unique point of view, perspective or shooting angle is used to enhance photo.
- Appropriate exposure, contrast, brightness, color saturation and color harmony is used.

Visual Composition: 30%

- Simple, clear layout is achieved by keeping unwanted objects out of the frame. No merges of subject and background.
- The photo is properly cropped and balanced. Follows the [rule of thirds](#) to enhance appeal.
- Capitalizes on using visual themes, patterns, textures, line and movement for a more compelling image; one that keeps the attention of the audience.

Creativity: 25%

- A unique, creative and artistic approach is evident. Contains elements that truly set it apart from the others.
- Appeals to the emotions. Could be described with adjectives such as: warm, sensitive, lovely, serene, lonely, angry, etc.

Story Behind the Photograph: 15%

- Detailed & descriptive primary information (who, what, where, when) is provided in the explanation.
- Includes some explanation of technical details addressed during the capture of the image.
- Proper grammar and correct spelling is used.

