

I. IMPACT

Subject Matter
Composition
Color
Lighting
Expression
Technique
Mood
Pattern
Tells a Story
Style

II. CREATIVITY

Color
Imagination
Original
Fresh Approach
Inventive
Strong Appeal
Different Ideas

III. STYLE

Fresh Style
Experimental
Contemporary
Arrangement
Abstract
Traditional

IV. COMPOSITION

Successful Arrangement
Good Placement
Dynamic
Harmonious Proportion
Exciting Powerful
Good Rhythm
Experimental

V. PRINT PRESENTATION

Matting
Cropping
Dynamic
Creative
Inventive
Daring

VI. COLOR BALANCE

Realistic
Interpretive
Creative
Moody
Imaginative

Abstract
Bold
Unusual

VII. CENTER OF INTEREST

One Subject or Motif
Group of Objects
Moody
No Distraction
Holds the Eye
Over All Pattern

VIII. LIGHTING

Good Portrait Lighting
Dynamic Portrait Lighting
Creative Portrait Lighting
Moody
Good Pattern
Good Contrast

IX. SUBJECT MATTER

Strong or Outstanding Model
Realistic
Creative
Moody
Imaginative
Complimentary
Traditional
Daring
Inventive

X. PRINT QUALITY

Good Balance
Good Tone
Good Color Value
Over All Value
Sensitive Control
Strong Design

XI. TECHNIQUE

Good Technique for Subject Matter
Different Technique
Expressive
Imaginative
Unusual

XII. STORY TELLING

Strong Meaning
Good Statement
Strong Emotion
A Complete Story

