Procedure:
Monthly Image Evaluations

Revised: January 15, 2026

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General Evaluation Guidelines

- The Camera Club of Richmond (CCR) offers five "Image Evaluations" each year where CCR Member images are critiqued by professional/seasoned photographers or artists. Photographers submitting images to Camera Club of Richmond Image Evaluations must be **CCR Members in good standing**, having paid the current year's Membership Dues.
  If you have not paid your dues, please click this link **https://www.paypal.com/ncp/payment/3H57GT3TM5UUW** or scan the QR code to remit your dues electronically. You may also contact our Treasurer, Doug Turner (**Tres.CCRVA@gmail.com**) for instructions on where to mail a check.
- You may **submit one or two images** at each Image Evaluation (for a total of **10** images per year) for review and critique by our Evaluator. You may choose any combination of DIGITAL images or PRINTS. Images may be in Color or Black & White.
- On nights where there is an Assigned Subject, you may submit **ONLY ONE IMAGE INTO THE ASSIGNED SUBJECT CATEGORY**. If you choose **not** to submit an image into the Assigned Subject Category, you may enter **ONLY ONE** general image for that Evaluation. You MUST enter your AS images into their designated Evaluations for them to compete in their AS Categories in the EOY Competition.
- All camera work (including staging and post-production) as well as "creative changes" **must be the work of the photographer.** *(This excludes printing. If you choose to enter prints, you do NOT have to print those images yourself.)*
- Images made while under the ***immediate direction or technical supervision*** of another person are not eligible. (For example, ***being given specific exposure and technical settings*** by an instructor while attending a photo outing, seminar, class, trip, or safari are ineligible.)
- Do NOT put your name or watermark on the face of the image.
- Entries must be submitted in the **correct format** and with the **proper digital file name**.
- Remember that your **file name for an Assigned Subject** **MUST contain the "_AS"** or your image will be disqualified.
- Email your jpg files to **Digital.CCRVA@gmail.com** **by MIDNIGHT on the Saturday prior to each Image Evaluation Meeting**.
- **IF THERE IS AN IN-PERSON EVALUATOR**, you may submit prints. Deliver your print(s) to the Print Director **at least 15 minutes prior to the Evaluation Meeting**. **REMEMBER: you may convert any digital image to a print for the EOY Competition.**
- An image may be re-submitted for Evaluation if it has never won an award in the Camera Club of Richmond's **End of Year Competition**.
- Click **HERE** for the 2026 Image Evaluation Deadlines, Dates, and Assigned Subjects Schedule.

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Image Evaluation Schedule for 2026

The Deadlines, Image Evaluation Dates, and Assigned Subjects for this year are:

Saturday, February 7	Deadline, 12 midnight
Tuesday, February 10	Open Evaluation with **Jamie Hayes** (In Person)
Saturday, March 7	Deadline, 12 midnight
Tuesday, March 10	Assigned Subject: Patterns with **Nic Stover** (Virtual – No Prints)
Saturday, June 6	Deadline, 12 midnight
Tuesday, June 9	Assigned Subject: Shadows with **Anthony Rumley** (In Person)
Saturday, July 11	Deadline, 12 midnight
Tuesday, July 14	Open Evaluation with **Mary Fisk-Taylor** (In Person)
Saturday, September 5	Deadline, 12 midnight
Tuesday, September 8	Assigned Subject: Multiple Exposures with **Kevin Morley** (In Person)

We suggest that you mark these dates on your calendar – especially the Saturday Deadlines – so you can prepare your images and NOT submit them at the 12th hour. The Digital Director will NOT be able to work with you if images are submitted at the last minute.

This schedule may be subject to change based on each Evaluator's availability.
Read your Monthly Message and Southern Exposure for updates.

Planning Ahead for Our End-of-Year Competition

Because there are usually 300-400 images submitted into the **End-of-Year Competition**, CCR has designated eight Categories in which our photographers will compete for awards. New this year is our Sports & Events Category. To help you plan ahead for the competition, you may want to keep those Categories in mind as you shoot and decide which images to enter into these monthly Image Evaluations.

Eight General Categories

Animals **Architecture** **Creative Art** **Flora** **Landscapes** **Pictorial** **Portraits** **Sports & Events**

Plus, Three Assigned Subjects for 2026

Patterns	**Shadows**	**Multiple Exposures**
March 10– Nic Stover	**June 9 – Anthony Rumley**	**September 8 – Kevin Morley**

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Image Evaluation & EOY Judging Criteria	
Evaluators will use the standard criteria that we use for our End of Year Competition. *Remember that each Evaluator is expressing his or her own personal opinion and that "Beauty is in the eye of the Beholder" – AND the Photographer or Evaluator!*	
1. Overall Impact/ Impression	Does the image tell a story and is the subject of the image appropriate to the story? Does the image evoke emotion? Does the image have a "wow" factor?
2. Technical Factors	Does the image display focus, depth of field, exposure, lighting, contrast, and color balance (or tonal scale in black and white images) that are appropriate to the subject matter and the "story" being told by the photographer?
3. Creativity	Is the photo original and fresh in composition and/or in the use of lighting, perspective, color, special effects, etc.?
4. Composition	Is the design of the image visually pleasing or disturbing depending on the intent of the photographer? Do the elements of the image hold the observer and easily draw him/her to its subject? Does the composition come together as a whole, providing balance or lack thereof as appropriate to subject matter and the "story"?
5. Finishing	If present, do physical or digital mats, borders, vignetting, etc. add to the photo or distract from it?

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Digital Image Formatting

CCR's Digital Director needs digital files (in **jpg** format) to create a slideshow of all the photos (both prints and digital images) being evaluated. In addition, the CCR Webmaster creates a **Member Gallery** of all evaluated images on the CCR website. Images may also be featured on the **CCR Facebook Page** and **Facebook Group** as well as in our monthly publication, ***Southern Exposure***.

You must submit properly formatted and sized digital images (jpg file) by the **Image Evaluation Deadline**.

Here are the specifications:

- Image Size can be anything up to 3840 pixels in Width (horizontal) and 2160 pixels in Height (vertical) to maximize image size for the UHD 4K projector.
- **In Lightroom**, set the Dimensions for jpg image export to 3840 Width X 2160 Height. Lightroom automatically keeps the image size within these bounds.
  See **Resizing an Image in Adobe Lightroom** for additional help if needed.
- **In Photoshop**, the sizing is not automatically kept within these bounds. Setting 2160 Height works in most cases except with panorama-like images where the 3840 Width may be required to stay within bounds.
  See **Resizing an Image in Adobe Photoshop** for additional help if needed.
- Be sure to check the dimensions of your images to ensure they are within the bounds, so the projector does not clip/crop your images when they are displayed.
- Format: ".jpg" **ONLY**.
- Resolution: Close to **300** to keep file size small and reduce download time.
- File Size: **No larger than 10 MB**.
  (Most email programs will not send files > 10 MB.)

Madness Behind the File Naming Convention

The Digital Director uses a spreadsheet to organize and present images during the Evaluation. This spreadsheet includes Media Type, Image Title, Photographer Name, and whether the image is for an Assigned Subject. All that information is included in each image's filename.

Once all the files are received, the Digital Director runs a program to create the spreadsheet by extracting the data from the image filenames. It uses the underscores (_) to delineate the different pieces of information and treats any other character, including a hyphen (-), as part of the image title or photographer's name. It also looks for each piece of information to be in the proper position within the filename. This automation expedites the entire image handling process and reduces the possibility of human error, but the submitted filenames need to strictly follow the naming convention for the program to work.

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File Naming for General Submissions

Digital images must be properly named so that the dozens of submissions can be more easily sorted and evaluated. Be sure to this Naming Convention when submitting your digital images:

Media Type_Title of Image_Your Name.jpg

Media Type *Use **D** for **Digital** or **P** for **Prints**.*
INCLUDE *the **Underscores (_)*** between media type, title of image, and your name***.***
INCLUDE *any necessary **Spaces** or **Hyphens** in **Your Name** and your **Image Title.***
*Use only the suffix **.jpg**.*

For example, this file name: **D_On a Clear Day_Karen Davis.jpg** would represent:
[D]igital Image
Title: **On a Clear Day**
Photographer: **Karen Davis**
In **jpg** file type.

File Naming for Assigned Subjects

Digital images must be properly named so that the dozens of submissions can be more easily sorted and evaluated. Be sure to change your digital file name to follow this Naming Convention when submitting your image for an **Assigned Subject**:

Media Type_Title of Image_Your Name_AS.jpg

Media Type *Use **D** for **Digital** or **P** for **Prints**.*

INCLUDE *the **Underscores (_)*** between media type, title of image, your name, and AS***.***

INCLUDE *any necessary **Spaces** or **Dashes** in **Your Name** and your **Image Title.***

*Use only the suffix **.jpg**.*

For example, this file name: **D_Against the Wall_Kemp Davis_AS.jpg** would represent:
[D]igital Image
Title: **Against the Wall**
Photographer: **Kemp Davis**
Assigned Subject indicator **[AS]**
In **jpg** file type.

NOTE: You MUST include the AS at the end of your filename, or your image will be DISQUALIFIED and will NOT be evaluated.

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Digital File Submission

The Digital Director must receive all digital images by the **Image Evaluation Deadline** prior to the CCR Meeting when an Image Evaluation will occur.

Email your jpg files together in a **SINGLE EMAIL** (where possible) following these guidelines:

To: **Digital.CCRVA@gmail.com**

Subject: **Evaluation**

Click the Paper Clip icon to **attach** your digital file(s). ***Please do not embed the photo into the body of your email or provide a link to a photo stored in the cloud.***

You will receive an automated confirmation from the Digital Director's mailbox. If you have not received the confirmation by the next day, contact him/her to verify that your files were received.

Additional Rules for Prints

Prints are evaluated on a light box, according to **Photographic Society of America (PSA)** rules.

Prints must be mounted, matted, or printed onto any material that allows the image to be freestanding in the light box.

Make sure that the method for adhering the printed image to the backing cannot be seen on the front of the image. (Please, no scotch-taped corners.)

Framed prints and glass prints are not allowed.

Prints must be at least 5" x 7" and no larger than 16" x 30" in size (including any mat).

Attach an **Image Evaluation Print Form** to the upper left-hand corner of the back of your print. *(This is to help the Print Director put the prints into the proper order for display.)*

IF THERE IS AN IN-PERSON EVALUATOR, deliver your print(s) to the Print Director at least 15 minutes BEFORE the beginning of the CCR Image Evaluation Meeting. If the Evaluator is joining us virtually, please do not bring actual prints to the meeting. **Remember: you may convert any digital image to a print for the EOY Competition.**

Please pick up your prints after the meeting from the Print Director.

Digital File Requirement for Prints

If you are submitting a print, you must also submit a **properly formatted and sized digital image** by the **Image Evaluation Deadline** prior to the Evaluation Meeting.

CCR's Digital Director needs digital files (in **jpg** format) to create a slideshow of all the photos (both prints and digital images) being evaluated. In addition, the CCR Webmaster creates a **Member Gallery** of all evaluated images on the CCR Website. Images may also be featured on the **CCR Facebook Page** and **Facebook Group**, as well as in **Southern Exposure**.

The Digital Director creates a list of all prints submitted, then forwards that, along with those image files, to the Print Director. This helps the Print Director organize the images to match the print slideshow.

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CCR's Image Evaluation Process

The Digital Director collects the jpg image files submitted via email up to the **Image Evaluation Deadline**.

S/He creates a spreadsheet of the entries sorted as follows:

- Prints
  - Assigned Subject (if any) - sorted alphabetically by Title
  - Other - sorted alphabetically by Title
- Digital Images
  - Assigned Subject (if any) - sorted alphabetically by Title
  - Other - sorted alphabetically by Title

S/He sends this spreadsheet to the Print Director, to aid in sorting prints received at the meeting.

The Digital Director removes the photographers' names from the file names and shares those jpg files with the Evaluator (if requested) for preview before the Monthly Meeting.

S/He creates a slideshow of images to be presented during the meeting.

At the Image Evaluation Meeting:

- Prints are displayed in the light box for the In-Person Evaluator to critique.
- The image also appears on the big screen and virtually to viewers via Zoom.
- The Digital Director announces the Title of the image.
- The Evaluator provides a minute or two of critique, suggestions for improvement, general comments, etc.
- The Digital Director announces the Photographer's Name.
- The process continues for the remaining photos – both Prints and Digital Images.

These images are now eligible to be submitted as "**Evaluated Images**" into CCR's **End of Year Competition**. We recommend that you create a list/spreadsheet of the images as you submit them to help you keep track of your submissions and make your preparation for EOY easier.

Each photographer may make changes to these submitted images as recommended by the Evaluator – or as s/he desires when preparing them for submission into the EOY Competition.

The EOY Competition is completely optional. Please feel free to have your images evaluated as a learning tool, even if you do not plan to enter them into the Competition.

For Questions & Help

If you have questions or need help, please contact any of our **CCR Directors**, starting with:

Digital Director: Digital.CCRVA@gmail.com

Print Director: Prints.CCRVA@gmail.com