Procedure:
Monthly Image Evaluations

REVISED: JANUARY 13, 2022

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Special Considerations for 2022

Due to the continuing prevalence of the Coronavirus and based on the CDC's recommendations to minimize large gatherings and maximize Social Distancing, the Camera Club of Richmond will continue to hold "Virtual Image Evaluations" via Zoom Meetings through the first few months of 2022.

This means that we are accepting DIGITAL FILES ONLY (jpg images) for our Monthly Image Evaluations until further notice.

This is our plan until your Board determines that it is safe for our club to return to in-person meetings.

As far as our End of Year Competition goes, if things are conducive for an In-Person Print Competition, members will be allowed to convert any DIGITAL images submitted in prior Monthly Evaluations into PRINTS for the End of Year Competition.

Please note: Our usual EOY Rules will apply in that an image submitted as a PRINT may not be entered again as a DIGITAL image.

General Evaluation Rules

The Camera Club of Richmond (CCR) offers six Image Evaluations to our members each year.

- Photographers submitting images to CCR Image Evaluations must be Camera Club of Richmond Members in good standing, having paid the current year Membership Dues. If you have not paid your $40 dues for 2022, you may complete our **Online Membership Application** or contact our Treasurer, Doug Turner (**Tres.CCRVA@gmail.com**) for instructions on where to mail a check.

- Members may submit one or two DIGITAL images at each Image Evaluation for review and critique by our guest Evaluator (usually a professional photographer or artist).

- On nights where there is an Assigned Subject, if you choose not to submit an image into the Assigned Subject Category, you may only enter **ONE** general image for that Evaluation.

- All submissions, camera work (including staging and post-production) and "creative changes" must be the work of the photographer.

- Images may NOT include the photographer's name on the face of the image.

- 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**.

Image Evaluation/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?

Digital Image Formatting

CCR's Digital Director needs digital files (in **jpg** format only) to create a slideshow of all the images (both prints and digital) 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** as well as in our monthly publication, **Southern Exposure**.

You must submit a properly formatted and sized digital image by the general deadline: **Midnight on the Saturday prior to the Image Evaluation meeting the next Wednesday.** Here are the specifications:

- Digital images **must** be in **jpg** format.
- The longest side of your digital image must not exceed 1920 pixels.
- Set your resolution close to 300 to keep file size small and reduce download time.
- Please make sure that your file size is no larger than 10 MB.

If necessary, please see separate procedures for:

- **Resizing an Image in Adobe Lightroom**
- **Resizing an Image in Adobe Photoshop**

File Naming

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 digital image:

[Media Type]_[Title of Image]_[Your Name].jpg

When you name your digital files:

[Media Type] *must be* **[D]** *for* **Digital (***since we are not doing* **[P]rints** *this year)*

OMIT *the* **Brackets ([ )**

INCLUDE *the* **Underscores (_)**

INCLUDE *any necessary* **Spaces** *or* **Dashes** *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 a
[D]igital Image (with **jpg** file type only)
Entitled: **On a Clear Day**
By Photographer: **Karen Davis**

File Naming for an Assigned Subject

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 digital image for an **Assigned Subject**:

[Media Type]_[Title of Image]_[Your Name]_[AS].jpg

When you name your digital files:

[Media Type] *must be* **[D]** *for* **Digital (***since we are not doing* **[P]rints** *this year)*

OMIT *the* **Brackets ([])**

INCLUDE *the* **Underscores (_)**

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

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

For example, this file name: **D_Cross-Eyed_Phillip Snider_AS.jpg**

would represent a
[D]igital Image (with **jpg** file type only)
Entitled: **Cross-Eyed**
By Photographer: **Phillip Snider**
For Assigned Subject **[AS]**

Digital File Submission

All digital images must be received by the Digital Director by **MIDNIGHT** on the Saturday prior to the Wednesday CCR meeting when an Image Evaluation will occur.

Email your jpg files together in a **SINGLE EMAIL**, following these guidelines:

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

  Subject: **Evaluation**

  Click the Paper Clip icon to **attach** your digital file(s).
  Please do not imbed the photo into the body of your email.

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

Image Evaluation Process

Images will be collected by the Digital Director and transmitted to the Evaluator for preview before the Monthly Meeting. S/He will create a slideshow of images to be presented at the next CCR Monthly Meeting.

At the Monthly Meeting (whether on Zoom or in person):

- The image will appear on the screen.
- The Digital Director will announce the Title of the image.
- The Evaluator will provide a minute or two of critique, suggestions for improvement, general comments, etc.
- The Digital Director will announce the Photographer's Name.

These images are now eligible to be submitted as "**Standard Images**" into CCR's End of Year Competition. We recommend that you create a list/spreadsheet of the images you submit 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 Help

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

  Digital Director: Digital.CCRVA@gmail.com
  Print Director: Prints.CCRVA@gmail.com