

Critiquing your own images

Largely taken from a talk by Martin Patten

- **Documentation** - details memory, holidays
- **Commercial** - customer brief
- **Artistic** - personal expression
- **Fun** - friends, family, social media
- **Competition** - compared and ranked against standards

So... who is it for?

What gets in the way of critiquing ?

- ▶ Amazing experience/holiday
- ▶ Effort (“I got up at 5am”, “I waited 4days ...”, “I walked 6 miles”)
- ▶ “I couldn’t control the weather”
- ▶ “The eye is amazingly sharp”
- ▶ “It was a perfect goal” (but not a perfect photo!)

It is necessary to divorce yourself from the emotion.

Removing the obstacle of emotion

- ▶ Be wary of processing immediately (leave it a week or months)
- ▶ Don't pick your favourite; check 'what is it for?' and 'what does it show?'
- ▶ **Turn it upside down**
- ▶ Get someone else's reaction to it

You could even try a critique as though judging it yourself

For competition

- ▶ Most important; ability to *communicate*
- ▶ Message/meaning through
 - Composition
 - Lighting
 - Subject matter

and

It makes me feel

So, we're back to **emotion**, *not yours*, but the effect it produces on others

Communication/Impact

- ▶ Attention grabbing ?
- ▶ Making people feeling something ?
- ▶ Aesthetically appealing ?
- ▶ Atmosphere ?
- ▶ Fresh, original ?
- ▶ Simple but strong ?
- ▶ Is the message easily apparent ?
- ▶ Is it more than a 'record shot'?
- ▶ Does it stand out from the crowd ?

Viewpoint

- ▶ Does it work?
 - Clean & simple
 - No distractions
 - Uncluttered background
- ▶ Distorted ?
 - Perspective
 - Camera angle
- ▶ New viewpoint ?
 - Or seen it before

Composition

▶ Use of composition 'rules'

- Thirds
- Leading lines
- Triangles
- Odd numbers

▶ Crop to support the composition

- Portrait/landscape/letterbox/square

▶ Does the main subject stand out, is it obvious?

- Forms, shapes, textures, highlighted

Technical Issues

- ▶ Blown highlights or blocked shadows
- ▶ Compressed or limited tonal range
- ▶ Noisy
- ▶ Dust spots, scratches
- ▶ Processing issues
 - Clone marks, repetition
 - Ghosting
 - Obvious edits
- ▶ Sharp enough ?no, **properly sharp**

So for your development and a winner think

- ▶ Critical moment
- ▶ Fantastic light
- ▶ Atmosphere
- ▶ Creativity
- ▶ Strong message
- ▶ Quality
- ▶ Originality