

JASON'S PHOTO CHECKLIST

1. DOES THE PHOTO HAVE TECHNICAL EXCELLENCE?

- Sharp focus Good contrast Correct colour balance

2. DOES THE PHOTO HAVE COMPOSITIONAL CREATIVITY?

- | | |
|-------------------------------------------------------------------------|---------------------------------------------|
| <input type="checkbox"/> Dominant foreground, contributing background | <input type="checkbox"/> Rule of thirds |
| <input type="checkbox"/> Introducing disorder into an ordered situation | <input type="checkbox"/> Linear perspective |
| <input type="checkbox"/> Introducing colour into a monochromatic scene | <input type="checkbox"/> Framing |
| <input type="checkbox"/> Juxtaposition | <input type="checkbox"/> Silhouette |
| <input type="checkbox"/> Reflection | <input type="checkbox"/> Decisive moment |
| <input type="checkbox"/> Panning | <input type="checkbox"/> Selective focus |

3. DOES THE PHOTOGRAPH HAVE ANY EDITORIAL RELEVANCE OR MERIT?

1. Is the photo active or passive?
2. Is the photo of something no one has ever seen before or is it a unique or interesting picture of something everyone has seen?
3. Is the photo style and the writing style consistent?
4. Does the photo communicate quicker, stronger, better or more eloquently than a simple sentence could describe?
5. Does the photo go beyond the trite and the obvious?
6. Does the photo contain essential information to help the reader understand the story?
7. Does the photo have enough impact to move the reader?
8. Is the photo clean, interesting, and well-composed enough to stand on its own?
9. Does the caption information answer who, what, when, where and why, along with other required information (e.g. age and hometown)?
10. Are both the photo and the caption information objective and accurate accounts of what happened?
11. Is the photo mindless documentation?
12. Does the photo communicate effectively? Photo should either move, excite, entertain, inform or help the reader understand a story

*With notes from National Geographic photo editor Larry Nighswander