

Checklist for Evaluating Photos

✓	Evaluate:
	First impression: Does the image have emotional impact?
	Is there a story? Or feeling or theme?
	Have you achieved your intention for the image? Why did you take this photo? What are you trying to say? Does that come through?
	Is the subject clearly identifiable?
	Does everything in the frame contribute to making it a strong image? Or are there distractions in the frame? Would the composition be stronger if you'd left some things out? Can you do anything about that in post, or do you need to compose better the next time you shoot?
	Is the horizon level?
	Are the verticals upright?
	Are there sensor dust spots?
	Is there lens flare, and if so, does it contribute to the image or distract?
	Are there things in the frame that draw the eye away from the subject? - brightness, contrast, sharpness, bright warm colours, faces & human forms, numbers & letters
	Do you really need all that sky?
	Is the image sharp where it needs to be?
	Does the background detract from the image? Would eliminating the background and filling the frame with the subject strengthen the image?
	Are your colours over-saturated?
	Is the perspective, or point of view, effective?
	Does the colour contribute, or would the image be stronger in monochrome?
	Do the orientation & aspect ratio suit the image?
	Is the framing too loose, too tight, or just right?
	Have you used an appropriate lens and focal length for the job?

	Is the visual design effective? (lines, shapes, form, texture, colour, negative space, subject placement, visual balance, patterns, point of view, contrast, framing, etc.)
	How's the light? (exposure, contrast, how the subject is lit) Is the light interesting or attractive? Does the character of the light suit the subject?
	Is the post processing effective? (colours, tones, contrast, detail, etc.) Have you overprocessed the image? Are there halos and artifacts? Does the processing suit the subject?

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