



TMAC SCORING CRITERIA / MATRIX

VISUAL

This category celebrates a series of photos that capture the viewers' attention and tells a story.

TMAC Media Members are invited to submit an image taken by them that has been published in any single article, digital or print. The submitting photographer need not have produced the accompanying editorial.

Criteria	Points
Lighting	10
Exposure	10
Composition	15
Effective Use of Colour (Balance and Contrast)	10
Appeal of Subject	10
Image Sharpness	10
Unique Visual Perspective / Camera Angle / Depth of Field	10
Captures the Moment	10
Emotionally Evocative – Tells a Story	15
TOTAL SCORE	100