



# TMAC SCORING CRITERIA / MATRIX

## BEST PHOTO SERIES

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

TMAC Media Members are invited to submit a collection of four (4) photos taken by them that accompanies any single article, digital or print. The submitting photographer need not have produced the accompanying editorial.

Criteria	Considerations	Points
Lighting	Are the images well lit? How are the tones? Is there depth to each image?	10
Focus	Are the shots well focused, sharp and well exposed. Do the images focus on the subject or interaction of subjects?	10
Composition	Collectively are the images harmonious? Do they feel like they belong together? Are there distracting elements?	10
Story	Do the images have a message, purpose or feeling? Collectively do they tell a story?	10
Uniqueness	Does the series show a fresh or creative approach, or are the images merely a group of snapshots?	10
Travel Details	Do the images evoke a sense of place? Do they provide information?	10
Visual Impact	Do the images show a unique visual perspective? Intriguing camera angle? Interesting use of depth of field? Is colour used in an impactful way?	10
Technical Skills	Are sharpness, depth of field, light, exposure, colour and other techniques used in a manner that is effective for the subject matter?	10
Subject Matter	Is the subject interesting? Is it presented in a creative way? Is it visually compelling?	10
Overall Excellence	This is the wow factor. Do the images combine to tell a stronger/ more evocative story than they would as individual images?	10
<b>TOTAL SCORE</b>		<b>100</b>