

Possible Points	Section	Evaluation
20	1) Subject Matter	Does the photo tell a story? Most often, the difference between a photo you remember and one that you quickly forget depends on whether the photo tells a story. Is the photo original? New and different? Did the photo make you smile?
25	2) Artistic Merit	Does the impact of the picture benefit from the lighting? Camera angle? Shadows? Focus? Did you think, "oh that's cool?" Etc.
20	3) Difficulty	Was this a once in a lifetime shot or could it be repeated without much effort? Did the photographer have to spend a lot of time to make it happen?
10	4) Composition	Is there a clear center of interest? Is there a sense of overall organization? Is the frame filled? Is the background non-distracting? Are elements included that do not contribute to the subject of the image?
10	5) Quality	Is the picture well focused? Is the lighting correct? Not too dark or too light? Is the picture clear and crisp?
15	6) Regional relevance	Does the photo have a tie to the Upper French River? (for example, a pizza box on a table ...no, a pizza box being handed out of a boat ...yes). Does the picture promote or positively reflect on the UFR region? In other words, could you use it in a brochure?