

# Off Årets Fotograf 2020

## Billedkonkurrence 2019

### Nomineringsbedømmelsen

Alle indsendte billeder bliver bedømt efter nedenstående 4 kriterier

(Scoring will be based on four criteria, each of the 4 criteria will contribute a maximum of 25% of the total score):

#### Impact

The impact is the sense of emotion an image creates in you when you see it for the first time. How does the image affect you (laughter, sadness, anger or other strong emotions)? A key component is the relevance of the image to the category of submission. It is a strong Portrait that defines the category description, a fabulous Commercial image that again expresses the definition of the category. Impact is also defined by all the other criteria and commonly focuses on which category of score (Excellent, High Quality etc.) a judge will look at when selecting the score category and the range there.

#### Vision

Is the visual language used compelling? Is the Photographic and/or Digital art medium used well to convey an idea, a message, a thought, or an impression, and recognizes the photographic relevance or contribution? Does the selected visual language (light, technique and enhancement) support the intent of the image and category or does it have a negative effect on the image?

#### Technical excellence

Is the image technically strong? Is the lighting and posing (where applicable) done with excellence? Is the product (car, building etc.) showcased with excellence? Is the post production management done with excellence (color balance, sharpness, retouching and compositing where applicable)?

#### Composition

Is the composition strong – and possibly innovative? Does the composition support the story of the image? Does the composition support a center of interest in the image? Is a center of interest needed in the specific image? Has the photographer used design elements well? Proper composition holds the viewers' attention to the image and emphasizes the message of the image. Good composition can please or disturb the eye depending on the intent of the image.