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|  | **Level 1**  **1pt** | **Level 2 2pts** | **Level 3 3pts** | **Level 4 4pts** |
| **Emotional Appeal / Impact**  **/4** | The image has little emotional appeal  Little or no impact  at first sight | The image initiates some emotional response  Some impact is sensed at first sight | The subject conveys a sense of place or an event and is accurately rendered  There is an automatic emotional or impact at first sight | The image is powerful and evokes an immediate emotional response which is strong and lasting  The subject matter is well selected and portrayed |
| **Composition**  **/4** | The organization of the object, landscape or people does not contribute to the success of the image.  Picture composition is careless or not existent | The organization of the object, landscape or people is minimal to the success of the image  Picture composition is OK | The organization of the object, landscape or people is good and make the image successful  Picture composition is great! | The organization of the object, landscape or people is critical to the success of the image  Picture composition is amazing! |
| **Technical Quality**  **/4** | Badly over or under exposed picture | Use of light is adequate  Picture is overexposed or underexposed | Use of light and exposure is well handled and correct with no obvious lighting problems | Light and exposure have been used effectively, beyond mere recording  The image shows skill in the use of light direction, character and contrasts |
| **Originality**  **/4** | The image does not provide a new point of view and lacks creativity | The picture is well presented but some aspects of the picture could have been more creative | The photo is very original and demonstrate some creativity | The photo shows exceptional originality and creativity |

**Total points : /16**