Scoring Competitions – a simple guide
This document is a guide to the process of analysing and scoring images in a competition.

Assess the quality of an image:
The main things to consider in assessing the quality:
a. Creative Quality
b. Technical Quality
    i. Composition
    ii. Light i
    ii. Focus i
    v. Post Processing
c. Fit to Brief
d. Presentation Quality (See the 'Analysing & Scoring Guide' for more on this)

Scoring:
1. Having carefully reviewed the qualities of the images try to identify:
    a. Those few that immediately appear 'Highest' Quality
    b. Those few that immediately appear 'Lower' quality

2. Return to those that you noted as 'High' and have a really good look at them - Award 20 for the few very best, then 19 and maybe 18 points to the others. **You MUST award at least one image 20 points.**

3. Return to those that you noted as 'Low' and award the lower quality a score of 12 to 14

4. NOTE – when you look at those initially assigned 'H' or 'L' – be open to thinking again - it's fine to change your mind at this stage.

5. You have now set the range between lower and higher scoring images – all other images will likely be scored 15 to 18 so review the images, compare and award points

6. As a rough guide:
    a. A score of 15 and below is where there are significant technical issues and poor composition / light. They may not address the competition subject.

b. A score of 16 or 17 is a ‘competent’ shot – where there are no significant technical issues and the composition is OK.
c. A score of 18 is for a very good shot – but maybe not quite as good as those with 19 or 20.
d. Images that score 19 or 20 should be technically excellent, have a great composition and use light well. They might create an emotional effect or tell a story.
e. Those that score 20 should in some way, really impress you with their impact, story, fit to subject etc – they should stand out.

7. Finally review your scores and check they make sense – especially the high scorers. Check that overall, there is a ‘bell curve’ of scores – a few at top and bottom, the majority around 16 to 18. 8. Now clearly and carefully enter a final score

Note

For Print Competitions there is space on the scoring card for you to jot H / L and then a final score.

For Digital competitions we have a scoring app which is more sophisticated - you will find in your Personal Dropbox Folder – in the competitions folder.

For details on the process of scoring a digital competition and how to use the TDCC Scoring App – go to the Competitions Zone and click the Box: “How to Score TDCC Competitions”