# Scoring Competitions – a simple guide

**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
    iii. Focus
    iv. 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.

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 Digital competition this is done within the information centre and there is a process by which you can review and compare the images you have given each score. Go to the Info Centre and in the Competitions section, click on "Guidance for Scoring Images". In the table on the right hand side, click on "Scoring a Digital Competition" to watch a video.**