The Everyday Heroine - photography award 2017

The award challenges the stereotype of the everyday woman and urges photographers to revaluate how we perceive 'the everyday heroine'. Submissions need to illuminate the forgotten women - often viewed as inferior - yet so often undertaking the most important tasks as guardians of the fabric of our society.

Participants are required to submit a photographic essay consisting of three images - all in colour or all three in monochrome. These should not be random photographs, but a theme should link the three images, showing a certain degree of planning that captures the theme of this award.

Basic Judging Criteria

Impact - First impression; evokes emotion; hold your eye.

Creativity - Use of imagination; freshness of approach; unusual use of subject matter; invention, design, feeling and imagination that lifts the work into the realm of art.

Style - Sets the work apart from others; different but consistent way of seeing; authentic and individual.

Composition - Good placement of subject(s); harmonious proportions; use of dynamic symmetry; colour, spaces, moods.

Colour Balance - Good natural colour captured for subject matter, good contrasts - dark against light, strong against weak.

Centre of Interest - Dominance of subject matter; grouping of subject and arrangement of objects so one centre of interest prevails, subject hold the eye without distractions; strength and definition are centre of interest.

Lighting - Good use of dynamic light, creating strong mood.

Subject Matter - outstanding interpretation for the subject matter; good selection of photographic model(s) or object(s).

Story Telling:. Complete story within the photographic essay; successful presentation; achievement of purpose; harmony of images; challenging your imagination

Scoring

Each judge is required to award a score of zero to ten (0 to 10) for the 3-image photographic essay. The following criteria determines a score:

Below average: "0" to "4"
Out of focus (unless intentionally)
Over- or under-exposed
Not relevant to the theme
Snapshot type of picture
Little impact or imagination

Average: "5" to "6"
Technically correct (focus, exposure, etc)
Good colour for the subject and background
Little impact or imagination
Relevant to the theme

Above average: "7" to "8"
Technically correct
Good presentation
Good composition
Good pictorial treatment
Tells a story or creates a mood
High impact to the viewer
Exemplifies the theme

Outstanding: "10"
Quality of image
Technically correct in all respects
Outstanding composition
Exemplifies the theme,
Tells a complete story or creates a mood for the viewer
High impact to the viewer on first sight