



An Indo-Swiss Socio Cultural Organization in Switzerland *INTERNATIONAL KALAMELA - A festival of arts in Switzerland*

JUDGEMENT CRITERIA – KALAMELA PHOTOGRAPHY

No.	Elements	Description/ Remarks	Mark s
1	Technical criteria	Exposure, Focus/sharpness, Depth of field, Colour and/or tonal rendition, Contrast, Lighting)	25
2	Visual and aesthetic criteria	Framing and choice of viewpoint, Background, Design elements and principles, Visual impact	25
3	Content	Information, Emotion, Mood, Feeling, Communication through the language of photography and visual art, The moment, Relevance, Subject impact	25
4	General Characteristics	Originality, Style, Context, Photographic vision, Empathy, Insight, Validity	25
Grand Total			100