



# TMAC SCORING CRITERIA / MATRIX

**Category:** Best People Photo

**Type:** Photography

**Description:** Photographs in this category should depict an aspect of culture, life, or society through an individual or group. The subject must clearly relate to a travel destination, with a background that enhances, rather than overwhelms, the human aspect. \*If this is a photo of yourself, it must have been taken by you.

**Judging Considerations:** Submissions should include a brief description to help provide context to each image. Post-production is allowed (basic adjustments to exposure, colour, composition and sharpness) provided it does not change the integrity and subject matter of the photo. Any post-production using photo editing software must have been done manually by the photographer. Judges should assign a score for each criterion (e.g., 0–5 or 0–10 points per category, with no half-points). The total possible score is 35 points. The entry with the highest cumulative score will be deemed the winner. In the event of a tie, the final decision will be determined through discussion among the judges during the final deliberation meeting.

Criteria	Points
<p><b>Style &amp; Creativity</b> This criterion evaluates the photographer's distinctive artistic vision and effective use of photographic elements to enhance the subject.</p> <ul style="list-style-type: none"><li>● Refinement: Does the image showcase an innovative and unique visual perspective? Consider the deliberate use of camera angle, unconventional framing, etc.</li><li>● Aesthetics: Has the photographer effectively used colour theory (e.g., complementary or monochromatic palettes), texture, balance, and contrast to create a distinct mood or style?</li><li>● Technique as Art: Is there a creative use of techniques like motion blur or intentional shallow depth of field (to isolate the subject) that enhances the scene without looking unnatural?</li></ul>	<b>10</b>
<p><b>Quality of Content</b> This criterion evaluates the technical mastery and professional execution of the photograph.</p> <ul style="list-style-type: none"><li>● Lighting &amp; Exposure: Is the subject expertly lit to reveal form, texture, and mood? Is the exposure precise, avoiding overly blown-out highlights or crushed shadows while maintaining detail where intended?</li></ul>	<b>10</b>

<ul style="list-style-type: none"> <li>• <b>Composition:</b> Does the composition (rule of thirds, leading lines, negative space) deliberately guide the viewer's eye to the person/subject? Is the background managed effectively to complement, not distract from, the person?</li> <li>• <b>Sharpness &amp; Focus:</b> Is the image tack sharp where the photographer intended (typically the eyes)? Are there any distracting elements like excessive noise or unnatural distortions?</li> </ul>	
<p><b>Impact</b> This criterion judges the photograph's ability to connect with the viewer and convey a deeper meaning about the subject.</p> <ul style="list-style-type: none"> <li>• <b>Capture of the Moment:</b> How successfully does the image capture a genuine, authentic moment or a revealing psychological state of the person? Does the pose, expression, or interaction feel honest and unforced?</li> <li>• <b>Emotional Evocation:</b> Does the image elicit a strong, relatable emotional response (joy, contemplation, vulnerability, resilience) in the viewer?</li> <li>• <b>Visual Storytelling:</b> How effectively does the photograph visually tell a story or provide insight into the person's character, environment, or experience? Does the viewer walk away feeling they know something more about the subject?</li> </ul>	<b>10</b>
<p><b>Overall excellence</b> This final criterion is a holistic assessment of the photograph's combined effect.</p> <ul style="list-style-type: none"> <li>• <b>Refinement:</b> Is this image unforgettable? Does it possess a unique quality that sets it apart from typical photographs in its genre?</li> <li>• <b>Cohesion:</b> Does the image succeed in having all its elements (technical quality, creative style, and narrative) work together to create a powerful and lasting overall impression?</li> </ul>	<b>5</b>
<b>Total</b>	<b>35</b>