

# PPA – 12 Elements of a Merit Image

- Impact
- Technical Excellence
- Creativity
- Style
- Composition
- Presentation
- Color Balance
- Center of Interest
- Lighting
- Subject Matter
- Technique
- Story Telling

.... another way to do it 😊 (NVACC)

• **CRAFTSMANSHIP**  
(technical)

exposure  
sharpness  
depth of field  
contrast  
color accuracy  
tonal range  
noise/grain  
print presentation  
(paper, mat, etc)

• **COMPOSITION**  
(design)

|             |          |
|-------------|----------|
| line        | spacing  |
| shape       | lighting |
| texture     | movement |
| perspective | depth    |
| color/tone  |          |
| harmony     |          |
| rhythm      |          |
| balance     |          |
| proportion  |          |

• **CREATIVITY**  
(non-traditional choices)

selective focus  
focus/exposure stack  
lens choices  
shutter speed choices  
special lighting  
special effects  
PS manipulations  
... and more

# More Things to Think About ...

- What was done intentionally, not intentionally?
- What is your first impression/what do you notice first?
- Is there something about the image you would like to learn more about?
- What might you do differently?
- Any “aha” moments – something that worked or did not work that you learned from and now do (or don't do 😊)?