AMATEUR PHOTOGRAPHY:

Adherence/Appropriateness to Theme

Uniqueness of Concept

Originality

Clarity of Expression

Humor

Creativity

Innovative Means of Delivering Message

Entertainment Quality

Visual Design

Overall Artistic Impression

Composition

Clarity and Quality of Submission

Color, Lighting, Exposure and Focus

WOW! Factor

KANSAS WHEAT COMMISSION PHOTOGRAPHY:

Marketability/Commercial Appeal

Newsworthiness

Inspirational Power

Expression of Theme

Usage of Brand to Reinforce Theme

Overall Impression/Impact

Current/Potential Social Impact

Level of Detail

Inspiration to Others

Wow! Factor

Memorable

Technical Execution

Visual Appeal

Artistic Merit