



the Jane Goodall Institute of Canada

Photo Contest Rubric

These are general guidelines as to how each category will be judged. Remember, these are just guidelines. We encourage you to be as creative as you want, and sometimes, images just have that *wow-factor!*

Redwood (Ages 13 and up)

Relevance to theme: The photo content is relevant to the theme of contest and adheres to the guidelines of capturing a local, Canadian, outdoor, natural experience.

Impact: Does the photo evoke a response from the viewer (e.g. laughter, sadness)? Does the image tell a story?

Lighting: Use of, or control of lighting conditions in the photograph.

Composition: Does the image make you look where the photographer intended?

Technical Quality: Is the image quality clear and in focus?

Creativity: Is the photo original, is it something new, exciting, that we may not have seen before?

Use of colour: Use of colour in the image is deliberate and thoughtful.

Sapling (Ages 12 and under)

Relevance to theme: The photo content is relevant to the theme of contest and adheres to the guidelines of capturing a local, Canadian, outdoor, natural experience.

Creativity: Is the photo original, is it something new, exciting, that we may not have seen before?

Skill: Thought and ability is demonstrated in the colour, lighting and composition of the image.