

2021 UCalgary Images of Research Competition – Scoring Rubric

Photo title _____

Participant _____

STEM/HAS _____

Reviewer _____

CRITERIA: ABSTRACTS & TITLE	<ul style="list-style-type: none"> Does the title accurately convey the topic of research using jargon-free language? Are the abstracts well-written? Does the general abstract successfully describe the academic content in non-technical language that engages a non-specialist? Do the abstracts effectively describe the link between the photograph and the research/area of study? 			
	2	6	12	SCORE (max 12)
	The title does not accurately convey the topic of research. The abstracts are poorly written with jargon and little to no connection to the image. The topic and significance of the research is unclear.	The title is accurate but unimaginative or contains unnecessary jargon. The abstracts are well written but there is little distinction between the technical and general abstract, and/or they are not clearly connected to the image. The topic of research is clear, but the significance or impact is not.	The title clearly conveys the topic of research or is a unique play on words that intrigues one to learn more. The abstracts are engaging, well written with no grammatical errors, and there is no jargon in the general abstract. There is a clear distinction between the technical and general abstract, both of which link to the image and area of research, and convey the significance and impact of the research.	
<i>Reviewer comments:</i>				

CRITERIA: IMAGE QUALITY	<ul style="list-style-type: none"> Quality refers to the accuracy of image capture, including following the competition submission requirements¹ Some common elements of image quality include: sharpness, detail, contrast, texture, tone, colored rendition, etc. 			
	2	4	8	SCORE (max 8)
	There is no specific focal point and the image is of poor quality and/or not following competition submission requirements.	The image follows competition submission requirements. There are one or two focal points, but elements listed above are not effectively used to highlight.	All submission requirements are followed. The image and specific focal point(s) is/are clearly visible and in sharp focus with intentional use of elements listed above to enhance. If blurring is used it is intentional.	
<i>Reviewer comments:</i>				

¹ Photo submission requirements: <https://gsa.ucalgary.ca/gradphotocompetition/>

CRITERIA: COMPOSITION	The composition of an image is affected by placement of relative objects and elements in the image and the balance of image elements. The composition of an image is meant to connect with and engage the viewer. <i>For more details: https://photographylife.com/composition-guide</i>			
	2	5	10	SCORE (max 10)
	There is little to no evidence of purposeful composition of the image. There are multiple distracting and/or irrelevant elements in the image.	There is some evidence of purposeful composition of the image, but it is either ineffective or slightly distracting. There are minor distracting elements.	There is evidence of purposeful composition (e.g., rule of thirds, leading lines, symmetry and patterns, viewpoint, background, depth, framing, cropping) that enhances the impact of the image and its relation to the research theme. Overall, the image grabs the viewer's attention.	
<i>Reviewer comments:</i>				

CRITERIA: CREATIVITY	Some creative techniques include: using multiple sources of light, strategically incorporating shadows or reflections, longer or multiple exposures, photographing through objects, taking a picture from a different perspective, unexpected cropping, etc.			
	2	5	10	SCORE (max 10)
	Image creativity is lacking, confusing, or unrelated to the research theme.	The image creativity is simple, yet slightly pleasing. If photo editing is used it detracts from the image.	The image has unique elements, and a unique composition with an imaginative use of lighting/shadow/contrast, etc.. If photo editing is used it has been done in a purposeful manner that enhances the image, relating the image more strongly to the research topic.	
<i>Reviewer comments:</i>				

BONUS POINTS (0-2): *Up to 2 bonus points may be awarded for images and abstracts that take risks by stepping away from the expected, by making the viewer think differently about research in general or a research topic, or that results in a burning need for the viewer to learn more.*

	Abstract and Title	Image Quality	Composition	Creativity	BONUS	TOTAL
SCORE						