



Sedona Camera Club Peer Review Process 2026-2027

For the 2026-2027 club year the peer review team has made some changes and simplification to the style and content of written reviews that it believes will benefit both the reviewer and the photographer. We will be writing comments in the following categories which will be scored on a 1-10 scale with a total maximum score of 30.

1. Impact/Story
2. Technical Quality/Post-processing
3. Composition/Creativity
4. Final Thoughts and Impressions (no score)
5. Group Comments (no score)

Rating Scale:

- | | |
|------|--|
| 1-2 | Beginning – intent is visible |
| 3-4 | Developing – needs improvement |
| 5-6 | Good – solid work with room for refinement |
| 7-8 | Strong – above the average club level |
| 9-10 | Outstanding, professional quality |

Below find a sets of possible questions to ask yourself as you review an image.

Impact/Story: Score 1-10

- What is your first impression?
- Does the image have a strong impact?
 - Impactful images stop you in your tracks and draw you in immediately (even as a thumbnail).
 - Impact can be an immediate wow factor, but it can also be a subtle fascination that grows the longer you view the image
- What emotion does the image evoke? Examples could be awe, joy, laughter, pride, wonder, tension, curiosity, empathy, energy, sadness.
- Does the emotion suggest a bigger story beyond this particular frame?
- Is there balance between harmony and tension?
- Are there visual cues that encourage imagination or empathy?
- What is the story or message told by the image?

Technical Quality/Post-processing: Score 1-10

With today's post-processing software, it is sometimes difficult to guess which attributes are due to in-camera techniques and which are due to post-processing. We are therefore combining these categories. Please evaluate and comment on:

- Focus: sharp where it should be, controlled depth of field, purposeful motion blur
- Exposure: details in the highlights, shadows.
- Lighting: natural or man-made lighting, directional, enhanced
- Color: hue, saturation, contrast
- Other: chromatic aberration, halos, artifacts, handling of digital noise, sharpening
- General: do the technical features advance the story, impact without looking artificial?
- Prints: In addition to the above comment on sheen, mounting, and correct color are some items that speak to the qualities of the physical print.

Composition/Creativity: Score 1-10

- Is there a strong subject or point of focus? What is it?
- Does the framing, or cropping direct attention to the subject and story?
- Aspect ratio choice?
- Effective use of lines, shapes and space?
- Were composition grids utilized? (rule of thirds, golden spiral, golden triangle, other)
- Is the style or technique original to the photographer?
- Has risk been taken to elevate the work beyond standard approaches?
- Is the image original, fresh, and an external expression of the imagination of the maker?

Final Comments: Any other comments? Was the correct genre chosen?

Group Comments: After the group session, write down comments made by other participants whether they are supportive or in dissent.