

Newsletter

InFocus at DVCC



Learn, Develop, Share, Support

27th July 2025

What to look for in a Photograph

When we consider our photographs, or more particularly creating our photographic images be that in our preparation for the photo-shoot, the in camera work or the post processing its a good idea to have some pointers to guide our work.

Have you booked in to the AGM so we can order food?

Interested in Digital backdrops - have a chat with Ali - he may be able to help your

IMPORTANT

This weeks meeting will be at Wath rugby club.

7:30 start, Wednesday

Bring your camera, bring a tripod, bring a friend...

Watch out for more information in Facebook and What's App

I recently had some 20 images assessed by a mentor, they did not know me or my work, and I don't know them so in that respect it was sort of anonymous. As part of that mentoring the feedback provides a generic assessment sheet of 10 elements that are often used by external mentors (and judges) when they are looking your photographs. Its worthwhile considering these when planning, preparing, taking and in your processing of images.

The Ten elements of a photograph

1. Impact:

Is the sense one gets upon viewing an image for the first time. Compelling images evoke laughter, sadness, anger, pride, wonder or another intense emotion.

2. Creativity & Style:

Creativity is defined as the external expression of the imagination of the maker by using the medium to convey an idea, message or thought. Style is defined in a number of ways as it applies to a creative image. It might be defined by a specific genre or simply be recognisable as the characteristics of how a specific artist applies light to a subject. It can impact an image in a positive manner when the subject matter and the style are appropriate for each other, or it can have a negative effect when they are at odds.

3. Composition:

Is important to the design of an image, bringing all of the visual elements together in concert to express the purpose of the image. Proper composition holds the viewer in the image and prompts the viewer to look where the creator intends. Effective composition can be pleasing or disturbing, depending on the intent of the image maker.

4. Image or Print Presentation:

Affects an image by giving it a finished look. The mats (frame) and borders used should support and enhance the image, not distract from it.

5. Centre of Interest:

Is the point or points on the image where the maker wants the viewer to stop as they view the image. There can be primary and secondary centres of interest. Occasionally there will be no specific centre of interest, when the entire scene collectively serves as the centre of interest.

6. Lighting:

The use and control of light refers to how dimension, shape and roundness are defined in an image. Whether the light applied to an image is manmade or natural, proper use of it should enhance an image.

7. Colour Balance:

Supplies harmony to an image. An image, in which the tones work together, effectively supporting the image, can enhance its emotional appeal. Colour balance is not always harmonious and can be used to evoke diverse feelings for effect.

8. Technical excellence:

Is the print quality of the image itself as it is presented for viewing. Sharpness, exposure, printing, mounting and correct colour all speak for the qualities of the physical print.

9. Photographic Technique:

Is the approach used to create the image. Printing, lighting, posing, 'digital negative' exposure, film choice (If used), digital output to file, paper selection and more are part of the technique applied to an image.

10. Story Telling & Subject Matter:

Story Telling refers to the image's ability to evoke imagination. One beautiful thing about art is that each viewer might collect his own message or read her own story in an image. The subject matter should always be appropriate to the story being told in an image.

Whilst each of these are important in their own way, somethings can get a little too technical, (and thus can be a little off putting) so in the first instance in assessing your own photography give careful thought to Story Telling, Impact, the Centre of Interest, the composition and the use of light to create areas of light and dark.

The technical excellence is something we can always improve upon, but concentrate on correct exposure, - that is to say an exposure that reflects your story, if your story is of a character portrait of a Viking re-enactor" then high key (lots of light) will detract from your image where as a low key (lots of darker / shadowy areas) will add to your story.

Focus of course needs to be sharp and on the key character / subject in your photography and your need to consider your Depth of Field (the area 'near to far' in your image that is deliberately out of focus as a result of your decisions. (Wide aperture / small number means a shallow depth of field - this will help set the background out of focus which will help point your attention to the subject)

These "technical excellence" are all things you can practice in the comfort of home - set up a few household objects near a window (the window will provide your light source) set them up on a

bit of a diagonal line from from to back and then put your key focus on the nearest object, use a small aperture and see what happens to the objects behind them. Now try it again, but this time focus on the middle object. If you wish set you camera to Aperture priority for this exercise, then the camera will set your ISO and shutter speed for you.

Be careful about which focus point you use, check your camera manual for how to choose focus points. When using a group of focus point the camera will tend to focus on the nearest item - so choose a small focus area and move it over each of the objects in turn.

You should in shot one have objects 2 and 3 out of focus, in shot 2 it will be objects 1 and 3 out of focus.

Now, repeat the exercise but this time use a small aperture (bigger f number) and see the Depth of Field (DoF) changes and how by changing your aperture you can get more of less of your image in focus.

Thinking about the new season.
What shall we cover, let us know

Thinking about 2026 !

Light painting ?

Low key portraits ?

Capture the essence of a board game ?

2026 marks the 75th anniversary of the founding of our camera club - in those days simply Wath camera club.
How can we celebrate this ?
Think big, start small, move fast. Lets make a real impact in the community and in our photography exploits

Coming Soon to a camera club near you		
Wednesday 6th August	Wath rugby club	
Wednesday 13th August	AGM, Social and food!	Make sure you let Chrissy know you are attending, as we would not want you to miss out on a bite to eat
Wednesday 20th August	Whilst there is no actual camera club meeting there is nothing stopping you from getting to gather with camera club friends to have a chat, a pint and do some photos. The clubhouse at Wath will be open.	
Wednesday 27th August		
Wednesday 3rd September	The new season begins	
Saturday November 15th	YPU Keighley Day Event	