



# Critique

Helps you  
Improve

IF

**You practice it**

*One* word to  
rule them all

**BECAUSE**

Why **because**?



**Well, because**

**“Because”** introduces

**An explanation or reason**

**Which means**

**We are  
DOING something  
to make SENSE of  
something**

**And we can use  
that  
to our advantage**

**By making it a habit**

There are ~~enjoyable~~ **bad** habits  
&

There are ~~boring~~ **good** habits



The **bad** habit in this case

Is to **react** but not to **reason**

The **good** habit isn't difficult

**Two fairly simple things**

**It just takes a little effort**

**And a consistent approach**

**The former is up to you.  
The latter we can do.**

**NOW**





MEH

**Because** our first reaction  
is often the strongest

And **because** it's as far  
as most of us get



Example



MEH



**That was shown  
For about 50%  
L O N G E R  
than it takes to  
Form an opinion**

**Congratulations**

**The reason that was  
long enough to form  
an opinion was**



**B E C A U S E**

**You were putting the effort in**

**So that's the first part cracked**



Peter Henry Emerson (1856-1936), *A Rushy Shore*, 1886.  
Platinum print, Library of Congress.

So



**Because**

**Likes/dislikes**

OR



MEH

# Because

Likes/dislikes



**Think of a funnel  
where Pow/Meh  
is the widest part**

**We will take 5 Steps  
to dig our way to the  
bottom of the funnel**

**Step 1**

**Pow/Meh**

**Because**  
**(Likes/Dislikes)**

# Step 2

**Because it**

**Provokes these feelings  
(the story)**

**Step 3**

**Because of**

**These technical aspects**

e.g. Light/Focus/Foreign  
Objects/Crop/Exposure/  
Saturation

# Step 4

**Because** the

**Overall (artistic) impression**

All together the effect of  
composition, colour, subject  
matter lead to



# Step 5

**Because** these

Give the overall impression  
of

These aspects appeal ... and  
(because...)

&

Adjusting these would change  
the image by ... (which is better  
.... Because).

**A Meh example  
might go like this**

# **1 :-)** contrast between figures



**:-( messy background/borders;  
shadows; little interaction; crop**

## 2 Couple, married? Together but



separate, minds elsewhere

3

Shadows

Foreign Objects (border patrol!)

Out of Focus

Poor Cropping

D  
I  
S  
T  
R  
A  
C  
T  
I  
N  
G



B  
A  
C  
K  
G  
R  
O  
U  
N  
D

No single point of attention

Blown Highlights

e.g. Light/Focus/Foreign Objects/Crop/Exposure/Saturation

# 4 Overall artistic impressions

**COMPOSITION**

Where are the eyes drawn?

**COLOUR**

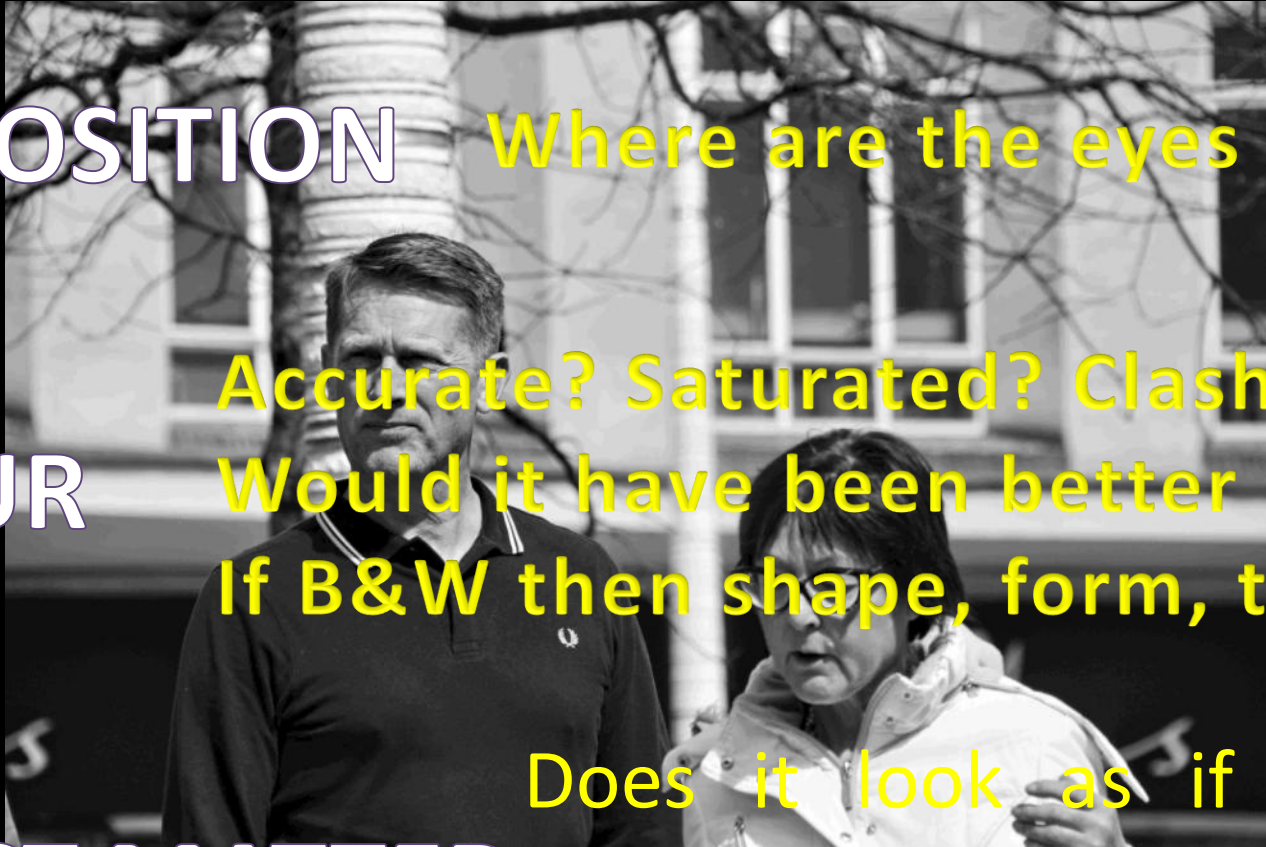
Accurate? Saturated? Clashing?

Would it have been better in B&W?

If B&W then shape, form, texture

**SUBJECT MATTER**

Does it look as if it were deliberately framed, or was it spray and pray?





5

## Summary

**I like the**

Strength of the characters

**It might improve by**

Focusing on just one of the subjects,  
better timing and crop in camera

**But its Strength(s) is/are**

The expression on the males face








**So it can be improved ...**



**... But I still wouldn't keep it**

so

<b>Step 1</b>	<b>Pow/Meh</b>		<b>B</b>
<b>Step 2</b>	<b>The Story</b>		<b>E</b>
			<b>C</b>
<b>Step 3</b>	<b>Technical</b>		<b>A</b>
			<b>U</b>
<b>Step 4</b>	<b>Comp/Col/Sub</b>		<b>S</b>
<b>Step 5</b>	<b>Decision</b>		<b>E</b>