

PICTURE PERFECT: DEVELOPING GUIDELINES FOR EVALUATING PHOTOGRAPHY FOR MAGAZINE PRODUCTION

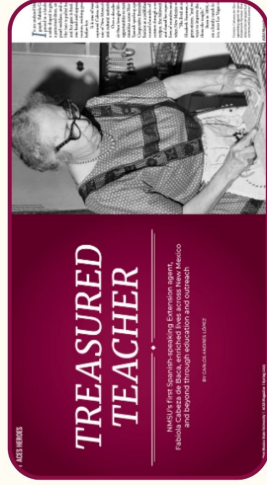


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Introduction

- Visual literacy is essential in communication & publications (Currie & Göttert, 2023)
- Photo evaluation skills affect storytelling impact (Cordell, 2016)
- Challenge: balancing technical quality & story value



Method

Six Quantitative Guidelines:

1. Composition
2. Exposure
3. Leading lines
4. Focal point
5. Rule of thirds
6. Color & texture



Two Qualitative Elements

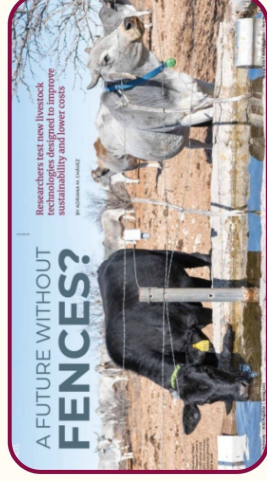
- Creativity
- Storytelling ability

Activity

- Evaluate real publication spreads
- Students score photos (1–5) on worksheets
- Group discussion on findings

Recommendations

- Show and teach photo types before activity (e.g., source, macro, portrait, landscape)
- Use fewer spreads for higher-quality discussion time



Results

- Guidelines improved evaluation efficiency
- Students recognized value of “imperfect” but story-rich images
- Discussions revealed trade-offs between aesthetics & storytelling
- Increased confidence in photo selection

