

## Rating Scale

Pass: Average score  $\geq 4$  with no individual criterion scoring below 3

Criteria	5 (Excellent)	3 (Acceptable)	1 (Poor)
Product & Category Match	Perfect match with product listing and category	Mostly matches but with minor inconsistencies	Significant mismatch with product description or wrong category
Product Prominence	Product is central focus with optimal lighting and framing	Product is visible but competes with background elements	Product is difficult to identify or lost in the composition
Feature Representation	All advertised features clearly and accurately displayed	Most key features visible but some minor inaccuracies	Major features missing or misrepresented
Technical Quality	No artifacts, distortions or unnatural elements	Minor artifacts that don't significantly impact product view	Noticeable distortions affecting product perception
Resolution & Clarity	High resolution with sharp details, usable at all sizes	Adequate resolution with readable text/visible details	Low resolution making important details difficult to see
Proportions & Scale	Perfect proportions with clear size reference if needed	Slightly distorted proportions but not misleading	Significantly distorted proportions that could mislead
Background & Setup	Perfect contextual setting enhancing product perception	Neutral setting that doesn't detract from product	Distracting or inappropriate setting
Cultural Representation	Respectful, inclusive, and appropriate representation	Neutral representation without issues	Potentially problematic representation needing revision

**For a yes/no response**

**PASS: All criteria must receive a "YES" response**

Criteria	
Product & Category Match	Image clearly shows the exact product as described, matching the correct category
Product Prominence	Product is the clear focal point of the image with adequate size and positioning
Feature Representation	All key advertised features are visible and accurately represented
Technical Quality	Image is free from noticeable artifacts, distortions, or unnatural elements
Resolution & Clarity	Image has sufficient resolution to display product details clearly
Proportions & Scale	Product appears with accurate proportions and appropriate scale
Background & Setup	Background/setup is appropriate for the product and enhances understanding
Cultural Representation	Any people, cultures, or concepts are portrayed respectfully and appropriately