



the focal plane

Oct 2005

Pierce County Professional Photographers Association

Bulletin

Print Competition

Tuesday, October 25th is our next meeting and we will be having our print competition.

If you haven't already, please check out the latest newsletter (Thanks Alan!) and print competition guidelines, categories, cost and submission form. (On the PCPPA Home Page, just click on the camera and you will go into the members only section. All the information is there to help you prepare.

Looking forward to seeing you next week!

Joni
Member at Large

New fees for competition prints. It will now be a flat \$10 for up to 4 prints.

Rules tend to follow usual PPW and PPA standards, though we tend to be a little loose on some of them, (we don't take calipers to measure the thickness, we don't care, as long as the print is mounted on some sort of stiff backing. Album matte inserts do not count. 8x10 or larger to a max 16x20. Each entry must have a title. Members must drop off their own prints.



Judy Horn demonstrates a very interesting, relatively quick, painless method of 'artifying' digital images using the "Art History Brush" in photoshop.

Hello PCPPA members,

Tuesday is the Print Competition. I have included the 12 consideration that are being used to judge prints in current competitions. Keep these in mind when choosing images and printing for competition. When the judges provide their comments, you will be able to see where their comments fit into the judging criteria. We will see you on Tuesday, at Eddie's.

12 Criteria:

1. IMPACT - Impact is the first reaction when a print is observed. It is the most important of the 12 elements. Does the print grab your attention? Does it make you want to look at it further? Does the title complement the image?

2. CREATIVITY - How novel is the image? The most creative images are totally unique. Use your imagination in creating images, and to share your ideas with others. You want your imagination to spark the imagination of others.

3. STYLE - Style separates one's images from others. You can borrow elements from established styles to help develop your own unique style. Examples of well-known broad styles include realist, cubist, impressionistic, scenic, documentary, glamour, and renaissance.

4. COMPOSITION - Composition, how the image is framed and its elements arranged, is often a matter of how well you follow (or break) the "rules." Create rhythm in your images through repetition and symmetry. Use the rule of thirds to place subjects. Use lines to create design and interest. Don't allow horizon lines to cut through subject heads, and watch for objects "growing" out of subject heads.

5. PRESENTATION - This is the style with which you present your images. Cropping, mounting, and underlays. Dare to be different. But, don't do anything that doesn't enhance your image. Use a color from the main subject as the border to help direct viewer attention. Don't use borders that are too bold. 1/16 to 1/8 inch border is a good rule of thumb. Refer to print competition rules for thickness and print sizes.

6. COLOR BALANCE - This element is the use of color harmony in an image. Light against dark, strong against weak. Do the colors of your subject harmonize with the background? Does the background de-emphasize or compete with your subject?

7. CENTER OF INTEREST - Use design and leading lines to draw the viewer's eye directly to your subject. Your design should hold viewer attention, leaving them free to explore the entire image, but always returning to the center of interest. The fewer distractions, the better.

8. LIGHTING - This means the correct quantity of light to convey the mood of the image. You should always have direction of light, otherwise the image will appear flat and lifeless. Proper lighting of the five views of the human face is essential to a great image.

9. SUBJECT MATTER - A correct and clear interpretation of your subject should be conveyed to the viewer. Your subject should correlate to its surroundings.

10. PRINT QUALITY - Color negatives should be of proper density for prints to hold detail in both highlight and shadow areas. Camera angle, lighting,

contrast, and color will also effect overall print quality. Avoid matte sprays and any spray that lessens the brilliance of the photographic print. High gloss prints score best.

11. TECHNIQUE - This is the foundation of photography, but art principles are necessary and should be studied.

12. STATEMENT - Every image should tell a story. Make sure that the story is easy to read. Again, your title can make or break your story. By producing a competition print, which incorporates a majority of these 12 elements, you can create a merit print. Personal experience may tell you that this is difficult to achieve. But, with experience, the goal may be more easily attained. Don't get emotionally involved with your work, to the point of not being able to accept criticism. To learn, you need to enter competitions. Through subjective analysis, we all grow and become better photographers.



UPCOMING EVENTS & PROGRAMS

Leading Photography Critic Vicki Goldberg to Speak Saturday, November 5, 3:30 pm

This [special program](#) features Vicki Goldberg, author of [Margaret Bourke-White: A Biography](#), who will speak about the private and professional life of this unconventional and spirited photographer. Goldberg is regularly featured in such national publications as *The New York Times*, *American Photographer*, and *Vanity Fair*. Her work in the area of photographic criticism earned her the Infinity Award from the International Center of Photography in 1997. Admission to the lecture is \$10 for non-members and \$5 for members, and includes museum admission.

(Photo: Photographer unknown, Margaret Bourke-White on Chrysler Building Scaffolding, New York, 1930. Syracuse University Library, Department of Special Collections.)

Calendar

Nov. 7, PPA Super Monday Seminars across the country, 800-786-6277, www.ppa.com

Nov. 13, PP Idaho Fall Quarterly, Jackpot, NV, www.ppofidaho.com

Nov 14 PCPPA board meeting at Elmer's on Hosmer 6pm

Nov 15th PCPPA General meeting NOTE: Special night to not crowd Thanksgiving week.

***Feb. 24-27, PP Oregon Convention, Portland, OR, www.ppopregon.com**

*March 10 - 14, PP Washington Convention, Semiahmoo Resort, Blaine, WA, nichelle@pacedgephoto.com, www.ppw.org

*March 18-20, PP Idaho Convention, Boise, ID, www.ppofidaho.com

*April 9-11, WPPI, Las Vegas, NV, www.wppinow.com

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