

The Mississauga Camera Club The Photo Essay Celebration (Digital Format)

Rules and Guidelines (v. 4.1 as of November 2007)

→The presenter must be the author of the photo essay in every respect. That is, it must be their photos, their program, and the music, if used, must have been selected and integrated by them.

→More than one person may collaborate on a photo essay, provided all contributors are given equal credit in the program and in its presentation. (NOTE: the name(s) of the author(s) of the photo essay must not appear in the body of the essay.)

→Photo essays must be no more than 10 minutes long to be accepted and scored. A range of 3-8 minutes is preferred. Essays longer than 10 min. will be returned to the author(s) for editing (and reaccepted only if time permits.)

→All digital image files must be saved as a JPEG (or TIFF) and all images resized to a maximum 1024 horizontal x 768 vertical pixels for a horizontal aspect, and a maximum 768 vertical pixels for a portrait aspect.

→Software Recommendations:

In all likelihood Windows XP will be required to allow creation of the show in the first place. (Apple computer users excepted) Regardless of which software is used to create the photo essay, the essay must then be saved to a Flash Drive or

burnt to a CD / DVD and given to the club representative in a stand alone, run time, version that does not require any installation of slideshow software on the club's computer.

Note:

- *Moviemaker 2* is free with Windows XP Service Pack 2.
- *Photo Story 3* from Microsoft is a free download.
- *ProShow Gold* (Photodex Corporation, \$70.00 U.S. download, \$80.00 U.S. boxed) is another option.

→Photo Essays are judged in three (3) categories (see below). They do not contribute to advancement in the club's rankings; however, there is a trophy awarded at the annual banquet.

Photo Essay Presentations and Scoring

→We will show all Photo Essays, in their entirety, at the regular club meeting on February 21, 2008.

→Photo Essay Scoring

Three (3) judges will vote using the following criteria. They will judge on three (3) aspects. Scoring per judge, per essay, will be from 4 to 10. (This gives a maximum possible score of 30 points per aspect or 90 points per essay.)

→Aspect 1: PURPOSE and PRODUCTION

Clarity of intent

Originality

Development of Theme

Structure and Sequencing

Maintenance of Interest

Impact

Integration and Flow

→Aspect 2: PHOTOGRAPHY

Technical Quality

Artistry

Appropriate to Purpose

→Aspect 3: SOUND, NARRATION AND TEXT

Quality

Appropriateness of Music and/or Narration and/or Text

Match up to photographs

Photo Essay Scoring: - Clarification of Terms

1. PURPOSE AND PRODUCTION

Clarity of Intent: To entertain? To inform? To instruct? To convey emotion or a point of view?

How clear is the maker's intent in the show?

Originality: a photo essay should be more than a series of images, however beautiful, set to music, or a plain travelogue with narration identifying the places shown. Originality may be seen in the approach to the purpose, a selection of unusual images appropriate to the purpose, narration that tells an original story, images that capture the particular mood of a piece of music. How fresh is the concept?

Development of Theme: Is the theme introduced early in the show developed logically and consistently, or does it disappear and fragment as the show proceeds?

Structure and Sequencing: Does the *Beginning* attract interest? Is the title appropriate to the purpose of the photo essay? In the *Middle*, are the images/ narration/ music consistent with the purpose of the photo essay? Is there a well-designed and obvious *Ending* to the show? Is there an effort to complete the "package" by connecting with the images or narration in the beginning.

Maintenance of Interest: Is the viewer left satisfied and perhaps wanting more? Or relieved that the show is over. Is the length of the show suited to the content? Too long? Too short?

Impact: How strongly does the show command attention? If special effects are used, do they add to the impact or are they distracting?

Integration and Flow: Are suitable *dissolves* used? Is there variation in the timing of dissolves?

Are *transitions* smooth between images using suitable colour and compositional elements? Is there appropriate *synchronization* between images/narration/music/special effects?

2. PHOTOGRAPHY

Technical Quality: Are exposures correct and is the focus sharp where required? Are horizons straight? Are images free of dust? Are horizontal and vertical images changed with smooth continuity?

Artistry: Are images pleasing? (not necessarily of salon quality) Are distracting elements minimized? Are different lenses used to avoid monotony?

Appropriate to Purpose: How well do the images support the developing theme? Are unnecessary, inappropriate or distracting images included?

3. SOUND, NARRATION AND TEXT

Quality: Is the recording clearly audible throughout, and free of distracting noise. Is the volume appropriate or variable and at times poorly audible? Are transitions technically smooth? If both music and narration are used, is the balance between them suitable?

Appropriateness of Music and /or Narration and/or Text: Is the *type* of music or the narration suitable to the theme? Are there *variations/changes*, which accompany image changes and add variation to the presentation? Does the narration repeat what is obvious from the images? If only music or narration is used, is it appropriate to the purpose of the show? Does the combination of music and narration artistically suit the purpose of the photo essay? Does the text fit in with or interfere with the development of the storyline?

Match up to Photographs: Does the sound and/or narration and/or text support and fit in with appropriate aspects of the photographs?