

Sedona Camera Club

MEMBER INFORMATION 2011 – 2012

Welcome to our Sedona Camera Club which we are proud to say has been operating continuously since 1952. We're happy to have you as a new or renewing member and hope you will find us friendly and informative. This Member Packet will give you information about our meetings and activities, and about entering digital slides and prints for competition at our regular meetings.

You may wish to print this document for easy reference.

MEETINGS

The normal club year extends from September to May. Special meetings may occasionally be held during the June-August period and will be announced beforehand. See below for the current regular meeting schedule.

Regular monthly meetings are held on the last Monday of each month even if that Monday falls on a fifth Monday or a holiday. Two special meetings, the Holiday Party in December and the Annual Salon in May, are usually held on the second Monday of those months.

Meetings begin at 7:00 p.m. at the Sedona United Methodist Church at 110 Indian Cliffs Rd. off Rte 179. Doors open at 6:30 PM. Occasionally, special classes or workshops may be held in addition to the regular meeting. In these instances doors will open at 5:30 PM.

Guests are welcome, but are requested to join after attending two meetings.

DUES

Starting October 1, 2011 dues are \$25.00 a year for an individual membership and \$40.00 for a couple. Dues are payable before September of a new year. There is an adjustment for new members joining after February: \$15.00 for a single membership and \$20.00 for a couple.

About the Sedona Camera Club - CLUB PURPOSE AND ACTIVITIES

The purpose of the club is to improve the photographic skills and interests of the members, and to provide an opportunity for them to share their work.

Monthly meetings feature informative programs related to all aspects of

photography, as well as a presentation of member digital slides and prints entered in competition for that month. A review of the judge's comments provides another opportunity for members to further broaden their photographic skills and understanding of what makes a great image. A member can choose to enter digital slides and prints in competition classes for points toward a yearly total and high point award, or for exhibition and comments only. Members are not required to enter competitions, although they are encouraged to do so..

At intervals and by request there are planned and ad hoc field trips and instructional photography workshops.

Beginning in the Fall of 2002, on the occasion of the club's 50'th anniversary, the Sedona and Cottonwood Public Libraries became venues for the public exhibition of club members' photographic prints. These exhibitions, for one month at each of the libraries, have continued and grown in size since that first exhibition, and have been very well received by the general public.

The following pages of this information packet provide the names of the current officers, slide and print competition categories, detailed competition rules, guidelines for submitting images for competition or display, and judging standards. The club's bylaws are presented in a separate document available on the club's website..

Visit the club's website often at sedonacameraclub.com for additional information, updates, links, and the Image Gallery of current and past competition winning entries.

**SEDONA CAMERA CLUB
OFFICERS AND APPOINTED CHAIRS FOR 2010 - 2011**

OFFICE	NAME
President	Ric Cisson
Program Chair & Vice President	Judy (JK) Lovelett
Slide Competition Chair & 2nd Vice Pres.	Al Brown
Print Competition Chair & 3 rd Vice Pres.	Wayne Johnson
Secretary	John Ielak
Treasurer	Isabell Lacey
Greeters	
Publicity/Newsletter/File Keeper	
Historian	
Board Member (1 year)	Roger Kiel
Board Member (2 years)	Scotti Ruhlman
Board Member (3 years)	Marianna Warner
Past President	Jack Kennedy

If you are interested in filling any of the vacant positions, please let a club officer know.

Regular Meeting Schedule, SLIDE & PRINT Themes FOR 2011 - 2012

2011 – 2012 Meeting Schedule

<u>Meeting Date</u>	<u>Digital Themes</u>	<u>Print Themes</u>
September 26, '11	Open	Open
October 31, '11	Open	Open
November 28, '11	Open	Open
December 12, '11	Holiday Party, No Competitions	
January 30, '12	Open	Open
February 27, '12	Open	Open
March 26, '12	Open	Open
April 30, '12	Open	Winter
May 14, '12	Salon (Best of Year Digital and Prints)	
June, July & August '12	Special Meetings to be Announced	

General Information Regarding Digital Slide and Print Competitions

The Sedona Camera Club offers both digital slide and print competitions.

With the availability of digital cameras producing images of competition quality the number of club members using film, particularly, transparency film, has greatly diminished over the past few years. Consequently, the Sedona Camera Club phased out film slide competition at the end of the 2008 – 2009 club year and purchased a digital slide projector. **Thus, beginning with the 2009 – 2010 club year, the club has adopted digital slide projection exclusively in place of film transparency projection for competition. Hereafter, references to slide competition in this document and elsewhere within the club will mean only digital slide projection unless otherwise specified.** Guidelines and suggestions for the preparation and submission of digital slide images are described in detail in the following section.

Also, beginning with the 2009 – 2010 club year, **Digital Slide** competition has been divided into two levels, **Intermediate** and **Advanced**. This division is based on an individual's photographic experience, demonstrated technical skills, professional level, and the frequency and number of awarded ribbons. In order for a member in the Intermediate level to step up to the advanced level, he/she must attain a point score within the year of 15. Points will be awarded as follows.

First Place = 4 points, Second Place = 3 points, Third Place = 2 points and Honorable Mention = 1 point

The purpose of these new divisions is to encourage new and/or less experienced members to exhibit their work through monthly competitions separate from the work of the more experienced. These divisions will increase the opportunity to win competitive recognition.

The Sedona Camera Club conducts seven (7) monthly general slide and print competitions as noted in the meeting schedule displayed above. **Members may enter up to 3 digital slide images together with 3 prints selected in any combination** from the three print classes described later. In addition to the Competition Classes for prints and digital slides images a **Comments Only or Display Class** is available for those who wish not to compete but would like to display their work and receive comments from the judges.

Competition Themes for the coming year's monthly digital slide and print competitions are usually announced at the May Salon Meeting. Refer to the Themes list above to find out what type of subject matter the rules permit for each month. An **Open Theme** means that the subject matter of the image may be anything of your choice. Any image designated as "out of theme" by the judge will receive no points.

For all entries in competition the images must be no more than two years old from the time the images were originally taken and the competition date. The date images may have been subsequently modified is not pertinent. This restriction does not apply to images submitted in the Comment Only Class.

In addition, all picture elements within a digital slide or print image must be those of the photographer. Use of a picture element from another source such as the web or another photographer's work is strictly prohibited.

Photographs taken of two dimensional art work are **not acceptable** as entries except when incorporated into some overall design or arrangement.

The deadline for submission of digital slides and print images is generally the date of the previous meeting with the exception of entries for the September meeting. In this case, entries may be submitted throughout the summer months. By special arrangement with, and at the discretion of the digital slide or print Chairperson, images may be submitted at a later date, but no later than the end of the month.

An Image MAY NOT BE RESUBMITTED AT A MONTHLY MEETING ONCE IT HAS WON a 1st, 2nd or 3rd PLACE Ribbon. Please do not resubmit Display Class digital images—keep track of those you submit.

During the reading of the judge’s comments at the monthly meetings there should be no comments from the audience.

More specific rules and guidelines for making your submissions are discussed in the following sections on **Rules for Monthly Digital Slide Image Competitions** and **Rules for Monthly Print Competitions** below.

Rules for Monthly Digital Slide Competitions

Digital Slide Image Preparation and Submission

With the advent of Digital Projected Image competition for the club the preparation and method of submission has been altogether changed. This section will describe what needs to be done to submit your digital image.

The digital projector used by the club has a native (or operating) maximum resolution of 1280 x 800 pixels/in., and a native color space of sRGB. Although the projector accepts full size resolution images and other color spaces such as Adobe RGB (1998), it is preferred that the image submitted conform to the native parameters rather than rely on the projector’s software to make the conversions on-the-fly.

Setting the image resolution can be done in most image manipulation software programs such as Adobe Photoshop, Adobe Elements, Microsoft Office Picture Manager, and other programs.

In Adobe Photoshop, for example, with the image to be submitted opened and displayed, click on “Image” on the Menu Bar, and click on “Image Size” in the drop down window. Make sure that the box labeled “Resample Image” at the bottom is checked. See Fig. 1. Notice the box near the top of the window marked “Pixel Dimensions”. Whether your image is in Landscape or Portrait mode, highlight the Height Box and enter 800 as shown in Fig. 2. These entries will automatically set the corresponding pixel size for the width dimension. Click “OK” to complete the change.

Figure 1

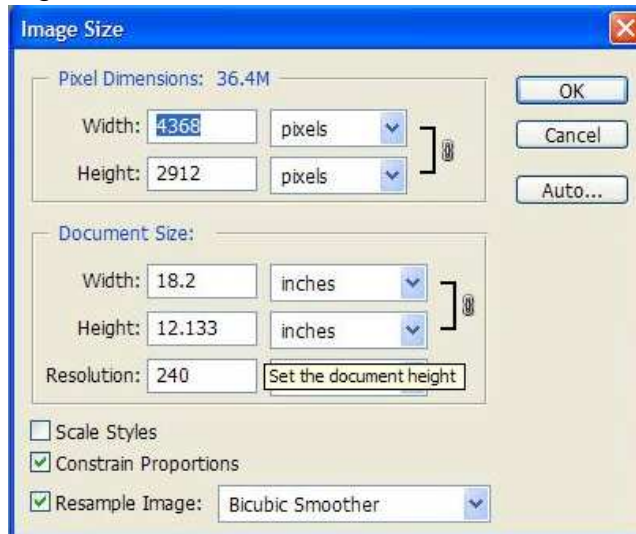
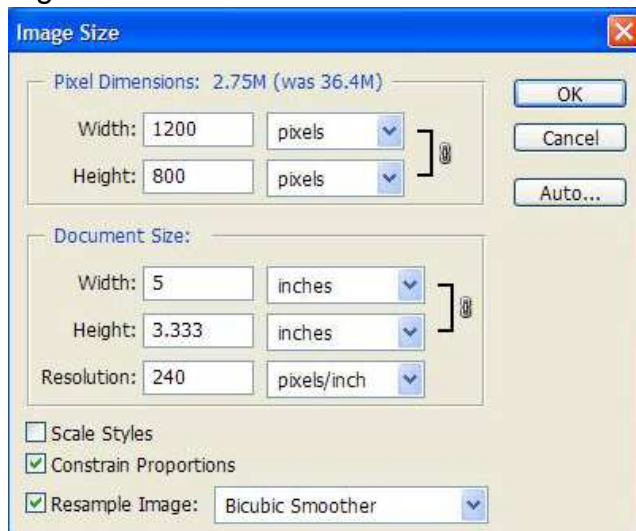


Figure 2



To set the desired color profile, namely, sRGB, again in Photoshop, for example, click on “Edit” on the menu bar, and then on “Convert Profile”. In the drop down window, select sRGB IEC61966. This step may not be necessary since many cameras use this color profile. Note, that in some instances a change from an Adobe RGB (1998) color space to a sRGB color space may result in some loss in saturation. Correct this change using the Hue/Saturation or other tool to restore the saturation before saving the image.

Save the image in JPEG format, at the Maximum Quality setting of 12 using the “Baseline” or “Standard” mode, and assign a name corresponding to the competition title to be used. **Be certain that this name is different from the**

original file name to avoid overwriting the larger original file.

There are several methods for submitting your competition images. The preferred and simplest method is to E-mail the slide chairperson, and attach the up to three digital slide entries to the E-mail. In the text of the E-mail, include your name, phone number, the image titles, the competition month, and the appropriate competition level, either Intermediate or Advanced.

Images may also be submitted via CD's or Thumb Drives.

General Rules & Guidelines for Digital Slides

There are two classes in which digital images may be entered: **Competition** and **Comment Only**. Within the Competition class there are two **Levels**, as mentioned earlier, **Intermediate** and **Advanced**. **A maximum of three images per member per month may be entered in one or the other level.**

In the **Competition Class** up to 30 points per digital image will be awarded by the judge. Ribbons may be awarded for First, Second, and Third Places and for Honorable Mention. Honorable Mention ribbons equal to approximately 10% of the total number of entries in the class may be awarded each month. It is the responsibility of the Digital Slide Chairperson to maintain a record of all slide entries and competition results.

The **Comment Only** or **Display Class** is a non-competitive class which will afford an opportunity for members to submit images for which they want the judge's commentary, and an opportunity to display their work. Images will not receive awards in this class. Members should submit a maximum of three digital slides with the appropriate theme, if any, for the month. It is the intent that the establishment of this class will encourage entries by less experienced members who may be hesitant about competing, and also by members who are not interested in competing, but who would like to exhibit their photographs and receive professional commentary.

In digital slide competition no distinction is made among color B&W or Monochrome and creative images All are judged together. To foster creativity and to enhance digital slide competition participation no restrictions are placed on the extent of enhancement of the digital file prior to submission.

Annual Digital Slide Salon

At the April meeting members are requested to resubmit all First through Third Place winners from the previous months' digital slide competitions **for both levels** for the **BEST OF THE YEAR SALON held in May**. From this group of images, one image from each level will be selected by popular paper ballot vote of the membership present at the Salon Meeting for the **Best Digital Image of the Year in each level**.

RULES FOR MONTHLY PRINT COMPETITIONS.

Objective

Competition in a separate Print Class recognizes the fact that, increasingly, the majority of photographic images are made digitally or on print film, either color or black & white. In either case the final photographic image is typically a print. Additionally, the advent of photo quality, inexpensive, personal printers coupled with computers and image manipulation software has greatly simplified the making of a photographic print. The following discussion of print competition rules is intended to define and clarify the mechanics of participating in this aspect of club activities.

Print Competition Rules

Divisions

Within the print competition there is just **one Level** with three **Divisions: Color, Black & White or Monochrome, and Creative**. In each print division any size print is acceptable up to one of 154 sq. in. of visible image area. All image formats from square, standard rectangles and panoramic formats are acceptable.

Print Sources and Processes

There is no limitation on the type of camera, whether film or digital, used to produce an image for a print. Prints may be made

from slide or print film images or from digital files obtained directly from digital cameras or from digitally scanned film images. Prints produced in a traditional darkroom, commercially, or via inkjet, dye sublimation, laser or similar types of printers are all acceptable. Prints made on glossy, matte, watercolor, canvas or other art paper surfaces are all acceptable.

The advent of personal computers, image manipulation software, and photo quality printers had raised issues regarding the possible competitive advantage of digitally manipulated images used as a source for competition prints produced by this new technology versus traditionally made prints. To address this concern some limitations had previously been imposed on the extent to which digitally produced prints could be manipulated.

To foster creativity, to allow the print maker to produce what he or she considers to be the best possible image, and because of the increasing preponderance of digitally produced and manipulated images, the camera club board members have since unanimously agreed to remove all previously applied restrictions regarding the extent and type of permitted print and digital slide manipulation. Thus, prints for all three print divisions may be created without regard to limitations related to the extent or type of digital manipulations employed.

The third print category of **Creative prints** is retained for those who may wish to compete directly with other creative prints where the image is imaginary or surreal, or visual reality has been rearranged. Creative print images are limited solely by the makers imagination.

Mounting and Display

Although not required prints may be presented in mats backed by foam board or stiff cardboard. Alternatively, prints may also be mounted on a same sized mounting board. Print mats and mounts may be reused to reduce cost. Prints are matted solely as a vehicle for display, and matting should not be considered part of the esthetics for judging.

For protection, prints may be shrink wrapped or placed in resealable and reuseable plastic sleeves.

The maker should display the print title, his or her name, and the intended print division (Color, Monochrome or Creative) on the reverse side of the mount. Prints will be put on display at the monthly meetings for viewing by the attendees.

Because of handling difficulties and potential damage to other prints, **framed prints will not be accepted.**

Number of Entries

Each member is permitted a maximum of three print (3) entries per month selected in any combination from the three divisions noted earlier. They may all be from one division or mixed. The three prints are in addition to the three digital slide entries per month permitted each member. A limit of three entries also applies to the Comment Only division.

If a Theme is specified for a given month, the print entries must comply with the designated subject matter.

Print Judging

Prints will be judged by the same person that judges the digital slides. Each print will be scored using the same scoring criteria, described below, as the digital slides, and the judge will provide comments about each print. First, Second, Third place, and Honorable Mention winners will be announced and awarded ribbons. However, there must be submissions from at least two different individuals for a competition to take place in a category. If there are only two such entries, they will be entered into the Comment Only class and be eligible for reentry at a later time.

A print that has been awarded a ribbon may not be resubmitted for a subsequent competition. Prints not awarded ribbons may be resubmitted in subsequent months.

Photographs taken of two dimensional art work are not acceptable as entries except when incorporated into some overall design or layout

Annual Print Salon

As in the case with digital slides, all **prints** in each of the three divisions that have received First Place ribbons in monthly competitions will be eligible for the Annual Salon held in May. The makers will be asked to resubmit their work at the April meeting in preparation for the Salon. The **“BEST PRINT OF THE YEAR”** in each of the three divisions, Color, Monochrome and Creative, will be chosen by popular paper ballot vote of the membership present at the Salon Meeting.

Guidelines for Selecting Slides and Prints To Enter in Competitive or Display Classes

Judging Standards

As a basis for the selection of your slides and prints for entry into the monthly competitions, consideration and frequent review should be given to the guidelines the judges are asked to follow in evaluating the images. The judges are asked to use three criteria to evaluate and score the slides and prints, namely, **Interest**, **Composition**, and **Technique**. They may award up to 10 points for each criterion for a total of 30 points maximum.

Images influence viewers and/or judges in different ways, depending on individual preferences which may be subconscious, giving rise to an unavoidable variance in judging practices and results, which members must accept. Members should accept the judges commentary, whether positive or otherwise, as a singular opinion, and as an opportunity to learn and apply to the improvement of one's photographic skills.

A detailed description of the three criteria follows.

INTEREST (award from 1 to 10 points.)

- a. **IMPACT** or your immediate reaction to the photo.
 - Impact is what draws your eye to the picture and causes an immediate reaction
 - Consider how it is expressed: strong color, strong contrast, dominant placement?
 - Is the color saturation what it should be for the particular subject?
 - Does the center of interest stand out from the background? Are there any elements that distract the viewer from the main center of interest?
 - Consider **SIMPLICITY**. Strong pictures are fundamentally simple with no extraneous elements.

- b. **SUBJECT MATTER** or what does the maker have in mind.

Consider:

- Why was the picture taken?
- What is it supposed to say and does it tell the story clearly and simply?
- Will it interest most people? Does the maker communicate to the viewer what was seen or felt at the time the photograph was taken?
- Is there anything novel, different or exciting about it by way of interpretation or viewpoint? Is the picture done as well as it could have been done?
- A well-chosen title may add interest to a photograph.
- Does the picture conform to the assignment?

COMPOSITION (award from 1 to 10 points.)

- Consider the placement of the center of interest. Remember the useful “**Rule of Thirds.**” Is the subject located at one of the four possible points of intersection of the lines of “thirds?”
- Check for distractions around the edges of your composition, such as unusual bright or dark areas that cause the eye to stray to the edge of the composition.
- Check for attention-getting bright spots, or overwhelming black areas in parts of the background, or elements that lead out of the composition (such as people on the edge of a picture). Could distracting edge areas be eliminated by cropping? Would cropping improve your composition and make it stronger?
- Is the composition confused? Aim for simplicity.
- Would reversing the slide or print negative improve the composition? Remember our eyes are accustomed to travel from left to right.
- Do the main lines or curves of the picture lead to the main subject or do they lead away from it and out of the picture? Does your eye naturally follow a path that keeps it within the picture? Do horizontal lines add to the composition or detract from impact by blocking your path into the picture? Does the picture have depth? Is your composition static or dynamic?
- Is the horizon line properly placed? The horizon should not divide the picture in two halves; i.e., don’t have the horizon dead center. Is your horizon perfectly horizontal?
- Is your aim to present a pattern of shapes or colors? If so, are the repetitious shapes or colors appealing to the eye and clearly a pattern or design?
- If you are not following the usual rules, do you have a valid reason for violating them? Such reasons might be: overwhelming importance of the story you are telling and the mood you’re seeking, nature of a particular landscape (be very careful about this), or a photograph that shows strong design by reason of repetition of shape or line (patterns). Be prepared for a judge who may not see these exceptions as you do.

TECHNIQUE (award from 1 to 10 points.)

- How is the focus? If it's meant to be **sharp**, it better be **sharp!** If selective focus is used, is it effective? Is the exposure correct, not under or over-exposed, and without any burned-out areas?
- Consider the lighting. Has it been used to enhance the photograph? Is it correctly balanced for the light source? Is color saturation appropriate for the situation?
- Does the digital photo or print exhibit quality work?