



Professional Photographers of America

# 2011 SOUTHWEST DISTRICT COMPETITION

September 17-18, 2010 - Arlington, TX

Hosted by SWPPA

## **NEW FOR 2010!**

Prints and digital files are accepted.

Online registration, image upload and online payment are required.

## **ENTRY FEES**

\$95 - paid at time of online entry

## **ENTRY DEADLINES: AUGUST 23 - SEPTEMBER 15**

Online Entry Registration System - Opens August 23, 2010

[www.ppa.com/southwest](http://www.ppa.com/southwest)

## **FINAL ENTRY DEADLINE**

4:00 pm CDT, September 15, 2010

## **DELIVERY DEADLINES FOR PHYSICAL PRINTS\***

For delivery\* : August 24 - September 15

SWPPA Affiliated Print Competition

c/o Southern Flair Photography

2214 W. Park Row Drive

Arlington, TX 76013

## **FOR HAND DELIVERY\*:**

September 16, 2:00 - 7:00 pm

Triple Crown Room, Sheraton Arlington Hotel

Read the enclosed rules carefully for more details on submission, return shipping and other details.

**\*ONLINE REGISTRATION STILL REQUIRED—NO EXCEPTIONS!**

## NEW PEC JUDGING GUIDELINES



*By Clay W. Allen,  
SWPPA Vice President & Image Chairman*

Are you hunting for image merits? Well, make sure you know all about the changes to the International Photographic Competition, beginning with the 2011 Professional Photographers of America (PPA) Affiliated District Competitions! Everyone needs to get

on board with the new processes that will quickly change entry procedures.

### IT BEGINS WITH SWPPA

Southwest Professional Photographers Association (SWPPA) will host the first new PPA District Competition September 17 - 18, 2010, at the Arlington, Texas, Sheraton Hotel. This judging will host the six SWPPA states (Arizona, Arkansas, Louisiana, New Mexico, Oklahoma and Texas) along with two new District member states, Colorado and Utah.

Because this is the first actual application of the new judging system, the entire PEC Committee will be working our competition as jury chairmen, jurors and monitors. In fact, the jurors participating in the SWPPA competition went through special training during the 2010 International Photographic Competition judging in June.

### REGISTRATION & SUBMISSION UPDATES

A key element everyone needs to understand is that you will not be able to come to the judging site with your entries and fill out the entry forms and pay your fees at that time.

PPA's Photographic Exhibition Committee (PEC) will handle all image registration procedures for all of the new PEC Districts,

and competitors will need to meet deadlines for filling out entry forms, submitting image entry fees online and uploading a digital file of each image entered...even if you are entering prints. Online registration will open August 23, 2010, and will close at 4:00 p.m. CDT on September 15, 2010.

If you are entering prints or albums as usual, you will need to ship your case to the designated location before the published deadline. (You may also still hand deliver your case to the Sheraton Hotel by 7:00 p.m. on September 16, 2010.) If you are entering only digital submissions, they will be loaded on the PPA competition computer and brought to the judging site by a PPA technician who will be on hand at all PPA District competitions.

### A FEW NEW JUDGING ASPECTS:

- Size restrictions for non-masters have been dropped. Everyone can enter a variety of image sizes as long as you adhere to the minimum and maximum dimensions in the PPA rules.
- Judging procedures will start with all print judging first, followed by the digital judging on carefully calibrated monitors provided by PPA.
- Traditional judging machines will be replaced by handheld units assigned to each juror. (Each juror will use the same unit throughout the entire competition.)
- Scoring will be monitored by a PPA official with a computer containing all entries, including the digital files uploaded by those entering prints.

This promising to be an exciting competition year, so don't miss it! You must go online before 4:00 p.m. CDT on September 15th and complete the paperwork, upload your digital file(s), pay your entry fees and print out the entry forms. Good luck!

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## 2011 DISTRICT PHOTOGRAPHIC COMPETITION RULES

This District competition is a precursor to PPA's International Photographic Competition, a world-renowned photographic competition where entries are evaluated against a standard of excellence using the 12 Elements of a Merit Image. (For more information, go to [www.ppa.com/competitions/international.php](http://www.ppa.com/competitions/international.php).)

PPA members are eligible to earn PPA's Seal of Approval. When an image bearing a Seal of Approval is submitted to the PPA International Photographic Competition, an exhibition merit is earned, which can place the entrant closer to an award or a degree like the Master of Photography degree. These rules pertain to images created by traditional photographic processes as well as those captured and/or manipulated electronically with a digital camera or scanner.

### ELIGIBILITY

1. Entrant must have captured and created the original exposure.
2. Any entry that has been reproduced from an existing photograph, portrait, graphic or any other artwork produced by another person is a violation of the competition rules

and will not be judged, accepted or displayed. If an entry, in the good-faith opinion of the Photographic Exhibition Committee, violates copyright, trademark or any other applicable law, that entry shall be disqualified.

3. The entrant's name must not be visible on the entry.
4. A maximum of four entries may be submitted per entrant.
5. Competition entry must be completed using the PPA/District online entry system prior to the online entry deadline. On-site entry is not possible, but print cases may be hand delivered (subject to District Rules) if the online entry was completed.
6. No entry will be eligible if it has been made under the supervision of an instructor or as a class assignment.
7. No two entries may be of the same subject.
8. Entries previously merited at any PPA International Competition are not eligible, including any image from a merited album.
9. Entries bearing the PPA Affiliated Exhibition Seal of Approval and submitted according to the rules of entry by makers from within their assigned District will be automatically accepted for exhibition only when submitted to the next PPA International Photographic Competition immediately following the District competition where

awarded. (Out of District entries are not eligible for the Seal of Approval).

10. Entry media includes prints, digital submissions, physical albums and digital albums.
11. If an image is awarded an exhibition merit in any category of PPA competition, it may not be entered again in any other category at any time by any entrant. No image that receives a merit may be entered more than once under any condition.

### PHOTOGRAPHIC OPEN COMPETITION CATEGORIES

You must designate one of the below categories for each entry.

1. **PORTRAIT:** Consists of Portrait, Wedding and Album entries.
2. **ILLUSTRATIVE:** Consists of scenics, pictorials, digital paintings and similar subject matter. Portraits and weddings are not appropriate for this category

Electronic Imaging and Commercial District competitions are held at the Southeast District. Download rules at [www.ppa.com/competitions/international.php](http://www.ppa.com/competitions/international.php).

### SUBMISSION OPTIONS

Entrants may submit either prints (photographic or press printed images presented for judging under lights) or digital submissions – (digital files presented for judging on a monitor) or a combination of either entry type.

#### Print submission

1. Entrants may submit printed images of any shape and size on a mount board a minimum of 80 square inches to a maximum of 480 square inches, with the largest dimension no longer than 24 inches. (Recommended mounting thickness is 1/8" to 3/8").
2. Print entries must be mounted on standard mount material (double weight mat board, gator board, 1/4" foam, or Sintra). "Float" mounting is accepted at the entrant's risk for damage. Images on metal and mounted to another standard material must have rounded corners and smooth edges. No mount that could potentially damage other entries or pose a danger to print handlers will be accepted. Masonite, glass, stretcher frames or conventional frames will not be accepted.
3. A digital reference file must be submitted with each print entry. This file must match the submitted print entry (image and presentation). File specifications are the same as under the Digital Submission categories.

#### Digital Submission

See tutorial at:

[www.ppa.com/competitions/international.php](http://www.ppa.com/competitions/international.php)

1. Files must be sized so the longest dimension is 4,000 pixels (20 inches at 200 ppi). Each file must contain an embedded color profile of either sRGB or Adobe RGB1998 and be saved at a JPEG quality setting of 10. Total file size should not exceed 3.5 MB.
2. Files are to be named: PPAmember#\_Image\_Title (use \_ for spaces, e.g. 123456\_See\_Spot\_Run.jpg).

### ALBUM ENTRY CATEGORIES

Album entries may be submitted in the form of a Physical Album (an album printed and bound as a book for judging under lights) or a Digital Album (a set of digital files to be judged as sequential layouts on monitors). In addition you must designate one of the below categories for each entry.

1. **EVENTS:** Use this category for time-sensitive social events such as weddings, bar mitzvahs, etc.
2. **NON-EVENTS:** Use this category for portrait and storytelling albums.

NOTE: Multi-maker and single-maker albums will be judged as one category.

#### Physical Album Entry

1. Album covers must be between 63- 400 square inches.
2. No multiple volume albums are allowed.
3. Any studio identification or entrant's name in the traditional album must be covered.

#### Digital Album Entry

See tutorial at:

[www.ppa.com/competitions/international.php](http://www.ppa.com/competitions/international.php).

1. All page/spread files must have the longest file dimension at 4,000 pixels (20 inches at 200 ppi), have an embedded color profile of either sRGB or Adobe RGB1998 and be saved at a JPEG quality setting of 10.
2. Each page/spread file may contain as many images as you desire.
3. An entry may contain up to 36 page/spread files
4. Files are to be numbered in viewing order using two digits (i.e., 01 jpg, 02 jpg, 03 jpg, etc.).
5. All individual files must be compressed into a single ZIP file. ZIP file must be named: PPAmember#\_Album\_Title (use \_ for spaces, e.g. 123456\_Summer\_Wedding.zip)
6. Studio identification or entrant's name cannot appear on any file within the album entry.

#### Multi-Maker Album Entries:

1. The makers of a multi-maker album MUST belong to the same District to be eligible for the Seal of Approval. If they do not, the album may be entered at the International Competition to be eligible for merit.
2. Each entrant must pay the appropriate entry fee.
3. ZIP file must be named: PPAmember#1\_PPAmember#2\_Album\_Title (use \_ for spaces, e.g. 123456\_654321\_Summer\_Wedding.zip)
4. Images in the album must be the work of the entrants, with a minimum of 20 images per entrant.
5. Multi-maker albums will be judged as one entry.

### DEADLINES AND FEES

1. Entry fee is \$95 per member and MUST be prepaid before the competition. Go to [www.swppa.com](http://www.swppa.com) and open the "Print Competition" link to submit your entry. You MUST upload your image files, pay the entry fee and print the entry forms from the online registration. Do NOT send payment with

your case, your entry cannot be accepted if you do!

2. Competition registration opens on August 23, 2010, and all entries must be uploaded by 4:00 PM CDT on September 15, 2010. ALL ENTRIES MUST BE UPLOADED ONLINE PRIOR TO THE COMPETITION, EVEN IF YOU ARE HAND DELIVERING THE CASE!

#### SHIPPING & DELIVERY INSTRUCTIONS

1. Shipping entry deadline is September 15, 2010.
2. Ship to: SWPPA Affiliated District Competition, Southern Flair Photography, 2214 W. Park Row Drive, Arlington, TX 76013
3. Entries must be shipped in an approved, secure, reusable

shipping container commonly known as a "Print Case."

4. The hand delivery deadline is September 16, 2010, by 7:00 PM at the Triple Crown Room in the Sheraton Arlington Hotel.
5. Print case return shipping fee is \$40 per case. You may also enclose a fully prepaid FedEx or UPS shipping document or label. Nonprepaid entries that are not picked up on-site shall be returned, shipped via UPS at a \$40 COD fee.

**NOTE:** Failure to comply with these rules may result in disqualification of your entry. The decision of the Photographic Exhibitions Committee is final.

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## THE 12 ELEMENTS FOR SUCCESS IN PRINT COMPETITION

The Twelve elements listed below are in accordance to their importance.

1. **Impact** is the sense one gets upon viewing an image for the first time. Compelling images evoke laughter, sadness, anger, pride, wonder or another intense emotion. There can be impact in any of these twelve elements.
2. **Creativity** is the original, fresh and external expression of the imagination of the maker by using the medium to convey an idea, message or thought.
3. **Technical excellence** is the quality of the image itself as it is presented for viewing. Retouching, manipulation, sharpness, exposure, printing, mounting and correct color are some items that speak to the qualities of the image.
4. **Composition** is important to the design of an image, bringing all of the visual elements together in concert to express the purpose of the image. Proper composition holds the viewer in the image and prompts the viewer to look where the creator intends. Effective composition can be pleasing or disturbing, depending on the intent of the image maker.
5. **Lighting**—the use and control of light—refers to how dimension, shape and roundness are defined in an image. Whether the light applied to an image is manmade or natural, proper use of it should enhance an image.
6. **Style** is defined in a number of ways as it applies to a creative image. It might be defined by a specific genre or simply be recognizable as the characteristics of how a specific artist applies light to a subject. It can impact an image in a positive manner when the subject matter and the style are appropriate for each other, or it can have a negative effect when they are at odds.
7. **Image Presentation** affects an image by giving it a finished look. The mats and borders used should support and enhance the image, not distract from it.
8. **Center of Interest** is the point or points on the image where the maker wants the viewer to stop as they view the image. There can be primary and secondary centers of interest. Occasionally, there will be no specific center of interest, such as when the entire scene collectively serves as the center of interest.

9. **Subject Matter** should always be appropriate to the story being told in an image.
10. **Color Balance** supplies harmony to an image. An image in which the tones work together, effectively supporting the image, can enhance its emotional appeal. Color balance is not always harmonious and can be used to evoke diverse feelings for effect.
11. **Technique** is the approach used to create the image. Lighting, posing, capture, presentation media and more are part of the technique applied to an image.
12. **Story Telling** refers to the image's ability to evoke imagination. One beautiful thing about art is that each viewer might collect his own message or read her own story in an image.

#### SWPPA DISTRICT JUDGING AWARDS

**Best Portrait** – General Exhibit  
**Best Portrait** – Master Exhibit  
**Best Illustrative** – General Exhibit  
**Best Illustrative** – Master Exhibit  
**Best Wedding** – General Exhibit  
**Best Wedding** – Master Exhibit  
**Best Wedding Album** – General Exhibit  
**Best Wedding Album** – Master Exhibit  
**High Print Case** – Arizona  
**High Print Case** – Arkansas  
**High Print Case** – Colorado  
**High Print Case** – Louisiana  
**High Print Case** – New Mexico  
**High Print Case** – Oklahoma  
**High Print Case** – Texas  
**High Print Case** – Utah  
**High Print Case** – First Time Entrant  
**Best First Time Entry**  
**High Print Case Overall**  
**Best of Show**  
**Kodak Gallery Awards (5)**  
**Fuji Masterpiece Awards (2)**  
**Canon Par Excellence Award**  
**LexJet "Best Color Image" Award**

**GOOD LUCK!**