PHOTOGRAPHIC TECHNOLOGY

OVERVIEW

Participants have the opportunity to demonstrate understanding of and expertise in using photographic and imaging technology processes to convey a message. Semifinalists record images and then utilize graphic editing software to prepare a solution to an onsite challenge. The current year's theme will be posted on the TSA website under Competitions/Themes and Problems.

ELIGIBILITY

One (1) individual per chapter may participate; one (1) entry per individual.

TIME LIMITS

Semifinalists will be allowed two (2) hours to complete the first stage, and two (2) hours to complete the second stage of the semifinalist round.

Semifinalists also participate in a LEAP interview that lasts five (5) minutes.

LEAP

An individual LEAP Report is required for this event and must be submitted at event check-in (see LEAP Program).

ATTIRE

TSA competition attire is required for this event.

PROCEDURE

PRELIMINARY ROUND

1. Participants check in their entry and submit a LEAP Report at the time and place stated in the conference program.
2. Entries are reviewed by judges. Neither students nor advisors are present at this time.
3. A list of twelve (12) semifinalists (in random order) is posted.

SEMIFINAL ROUND

1. Semifinalists report to the event area at the time and place stated in the conference program, with all of the required equipment and software noted in the event Regulations.
2. During the semifinalist round, participants will rotate through a series of stations where they will perform tasks to demonstrate their knowledge and skills of the use of photographic equipment and techniques, such as lighting equipment (e.g., continuous lighting kit [such as the one shown here: https://amzn.to/2v0RYx8m or equivalent, provided by National TSA] and/or off-camera flash units [provided by the participant]), as well as their creativity in staging and photographing a subject in a studio-like environment.
3. As part of the station rotation, semifinalists will also participate in an interview which will include questions regarding LEAP.
4. Semifinalists will be given 30 minutes at each station to set up lights and camera, position their subject, and take their photographs, or do their interview.
5. At the end of the allotted time, competitors will rotate to the next station. Once a competitor has completed his or her time in a station, s/he may not revisit it.
6. When the first two (2) hours of the contest have elapsed, competitors will move to their editing computers and will have two (2) hours to select and edit ONE (1) photo from each station to submit for judging.
7. The original photos, along with their edited versions are to be placed in a multimedia presentation and saved to two USB flash drives for judging.
8. At the conclusion of the allotted editing time, the multimedia presentation is to be saved to both USB flash drives and the drives are to be turned into the event coordinator for judging.
9. Judges independently assess the entries, including each participant's LEAP Report.
10. The top ten (10) finalists will be announced at the awards ceremony.

REGULATIONS

PRELIMINARY ROUND

A. Participants prepare a photographic portfolio addressing the annual theme posted on the national TSA website.

B. Participants must submit their photographic images and required documentation as a single, multi-page PDF document on a USB flash drive at the time and place designated in the conference program

C. The USB flash drive must be labeled with the name of the competition (PHOTOGRAPHIC TECHNOLOGY) and the participant's identification number.

D. The entry must contain: Five (5) separate images, each no larger than 8" x 10" or no smaller than 3" x 5".

1. Of the five (5) images, two (2) must be color images, two (2) must be black and white images, and one (1) image can be of the participant's choice.

2. Note: Sepia tones, blue tones, or coloring of any type, other than black and white, are counted as color images.

E. Subjects for each of the images may include (but are not limited to) action shots, still-lifes, product shots, portraits, special effects shots (composites, successive printing, ghost images, sandwiching, silhouettes, etc.), wildlife, landscapes, etc.

F. All images submitted for judging must be the sole work of the individual participant; this includes images used in special effects photography.

G. Any image submitted that combines images must have the unaltered images included in the Resources/References section of the entry.

H. Each image (none larger than 8" x 10") must be included in the single, multi-page PDF document.

I. ALL recognizable individuals (i.e., face is visible) selected and pictured in the images must give their written consent before the images can be used in this event.

J. All consent forms must be included in the single, multi-page PDF documentation portfolio as described below. NOTE: If consent forms are missing, the entry will not be judged.

K. Each image submitted should include a typewritten statement no longer than one-half (½) page in length (typewritten in a san serif, 12-point font [such as Arial or Calibri] for readability) with the following information:

1. Camera make (Nikon, Canon, Panasonic, Sony, etc.)

2. Camera model (CoolPix, Rebel, 5D, etc.)

3. F-stop at which the photograph was taken

4. Exposure time

5. ISO speed

6. Focal length

7. A brief description of the image, how the photographer interprets it to meet the challenge criteria, and what edits were made to the original image to arrive at the final product. This statement should NOT appear on the same page as the final image.

8. Include detailed information about the process/special effects applied to the image.

L. The single, multi-page PDF document must be a finished size of 8½" x 11" with the pages arranged in this order:

1. LEAP Report

2. Title page with the event title, the conference city and state, and the year; one (1) page

3. Table of contents; pages as needed

4. Color Image #1 – a single color image no larger than 8" x 10" and no smaller than 3" x 5"; one (1) page

5. A written statement about Color Image #1 containing the information detailed in Regulation K; one (1) page

6. Color Image #2 – a single color image no larger than 8" x 10" and no smaller than 3" x 5"; one (1) page

7. A written statement about Color Image #2 containing the information detailed in Regulation K; one (1) page

8. Black and White Image #1 – a single black and white image no larger than 8" x 10" and no smaller than 3" x 5"; one (1) page

9. A written statement about Black and White Image #1 containing the information detailed in Regulation K; one (1) page

10. Black and White Image #2 – a single black and white image no larger than 8" x 10" and no smaller than 3" x 5"; one (1) page

11. A written statement about Black and White Image #2 containing the information detailed in Regulation K; one (1) page

12. Student's Choice Image – image should be no larger than 8" x 10" and no smaller than 3" x 5"; one (1) page

13. A written statement about Student's Choice Image containing the information detailed in Regulation K; one (1) page

14. Consent forms – Recognizable individuals (i.e., face is visible) selected and pictured in the images must give their written consent before the images can be used in this event; failure to provide consent forms for recognizable individuals will result in disqualification.

15. List of resources and references used. Photos used in special effects photos (composite images, ghosted images, etc.) are to be placed in this section and should note the associated photo; pages as needed.

M. All prints used in Photographic Technology should be appropriate for viewing at the National TSA Conference. Any entry that includes images depicting inappropriate or unacceptable behavior will result in disqualification.

SEMIFINAL ROUND

A. Semifinalists are required to provide their own camera equipment, including:

1. A tripod

2. Portable, off-camera flash unit (e.g., a speedlight)

3. Cameras must have a timer feature and/or remote trigger, off camera flash capability, and the ability to be mounted to a tripod.

4. Cell phone cameras are not permitted.

B. Semifinalists may bring any other related accessories that they feel they may need (i.e., filters, reflectors, extra batteries, etc.) to use in the onsite competition.

C. Semifinalists must also bring a computer (laptop is preferred) with graphic editing software installed.

D. Participants will use the graphic editing software (e.g., Lightbox, Photoshop, Fireworks, etc.), to edit their images. Semifinalists should edit the images as necessary to achieve the desired result.

E. Each semifinalist must have a method to transfer the images to the computer for editing (such as a media reader).

F. No internet access will be provided, nor will competitors be allowed to bring and/or use mobile hotspots to access the internet during the competition.

G. Semifinalists must bring two (2) USB flash drives to compete in the semifinal round of the event.

H. Each USB flash drive must be labeled with the participant's identification number and the name of the competition.

I. Examples of tasks that participants may be asked to perform include, but are not limited to: photographing a product for commercial use, green screen shots, macro photography, portraiture, or staging a still life photo using provided materials.

1. Where required by the onsite challenge, lighting kits (with the exception of off-camera flash units), backdrops, props and models will be provided by TSA.

J. Semifinalists should edit the image as necessary to achieve the desired result; a copy of the original image and the edited copy must be saved to both USB flash drives.

K. When preparing their multimedia presentation, semifinalists must include the following information:

1. Camera make (Nikon, Canon, Panasonic, Sony, etc.)

2. Camera model (CoolPix, Rebel, 5D, etc.)

3. F-stop at which each photograph was taken

4. Exposure time of each photograph

5. ISO speed of each photograph

6. Focal length of the lens for each photograph

7. For each image presented, participants must also write a brief statement (one to two sentences in length) on how the photographer believes the image meets the challenge (e.g., "I chose a standard formal portrait style in black and white to focus attention on the subject's face.").

   a. The statement must also include the edits made to the original image to arrive at the final image.

   b. This statement should NOT appear on the same page/slide as the image.

   c. The text should be in a san-serif, 12-point font (such as Arial or Calibri) for easy readability.

L. The LEAP Report

1. Participants document the leadership skills developed and demonstrated while working on this event, and on a non-competitive event leadership experience.

2. Semifinalists will respond to questions about the content of the LEAP Report as part of the LEAP interview, which will be conducted as part of the semifinalist presentation.

3. Specific LEAP Report regulations can be found in the LEAP Program section of this guide and on the TSA website.

EVALUATION

1. Points earned for the required images and documentation (preliminary and semifinal rounds)

2. Scores on required images and the documentation portfolio determine the twelve (12) semifinalists.

3. The content and quality of the LEAP Report and interview

4. Points earned through the onsite event determine the final ranking

Refer to the official rating form for more information.

STEM INTEGRATION

This event aligns with the STEM educational standards of Science, Technology, Engineering, and Mathematics.

CAREERS RELATED TO THIS EVENT

- Advertising or public relations executive
- Graphic designer
- Photographer
- Publisher
- Sales manager

PHOTOGRAPHIC TECHNOLOGY

2019 & 2020 OFFICIAL RATING FORM

HIGH SCHOOL

Judges: Using minimal (1-4 points), adequate (5-8 points), or exemplary (9-10 points) performance levels as a guideline in the rating form, record the scores earned for the event criteria in the column spaces to the right. The X1 or X2 notation in the criteria column is a multiplier factor for determining the points earned. (Example: an "adequate" score of 7 for an X1 criterion = 7 points; an "adequate" score of 7 for an X2 criterion = 14 points.) A score of zero (0) is acceptable if the minimal performance for any criterion is not met.

Go/No Go Specifications

- Before judging the entry, ensure that the items below are present; indicate presence with a check mark in the box.
- If an item is missing, leave the box next to the item blank and place a check mark in the box labeled ENTRY NOT EVALUATED.
- If a check mark is placed in the ENTRY NOT EVALUATED box, the entry is not to be judged.

- ☐ Portfolio (a single [multi-page] document in PDF format is present on the flash drive
- ☐ Consent forms are present in the portfolio (if necessary)
- ☐ Portfolio contains the correct number of images (none larger than 8" x 10")
- ☐ Resources/References list is present in the portfolio
- ☐ Completed LEAP Report is present
- ☐ ENTRY NOT EVALUATED

PORTFOLIO (60 points)

Record scores in the column spaces below.

CRITERIA	Minimal performance	Adequate performance	Exemplary performance	
	1-4 points	5-8 points	9-10 points	
Principles and elements of design and composition and creativity (X1)	There is little or no evidence of an understanding or creative use of compositional elements (line, shape, form, value, space, texture, color, framing, emphasis, balance, unity, contrast, movement/rhythm and pattern/repetition).	Images demonstrate some knowledge and creative use of compositional elements (line, shape, form, value, space, texture, color, framing, emphasis, balance, unity, contrast, movement/rhythm and pattern/repetition).	Images clearly demonstrate excellent and creative use of a variety of compositional elements (line, shape, form, value, space, texture, color, framing, emphasis, balance, unity, contrast, movement/ rhythm and pattern/ repetition).	
Technical quality (X1)	Photos are out of focus; blurriness is unintentional and does not contribute to the overall composition; photos display incorrect exposure values, white balance, and/or range of tones; there is little or no consideration given to lighting and/ or special effects.	Photos are in focus; photos display correct exposure values, white balance, and/or range of tones; images exhibit some attention to lighting and/or the use of special effects.	Photo subject(s) are in sharp focus; blurriness is used effectively to enhance the composition; photos display correct exposure values, white balance, and/or range of tones; images are enhanced by attention to lighting and/or the use of special effects.	
Emotional Impact (X1)	The images are flat and lack emotional depth; viewers are not drawn into the scene; images do not clearly convey the theme/challenge.	The images show some emotional depth; viewers make an emotional connection with the images/pictures and are drawn into the scene or learn something from the subject(s); images convey the competition theme/challenge.	The images show emotional depth; viewers make an instant emotional connection with the pictures and are drawn into the scene or learn something from the subject(s); images cleary convey the competition theme/challenge.	
Written statements (X1)	A written statement may or may not accompany each photo, and/or the statement includes only some of the photo's meta data (camera make/model, f/stop, exposure time, ISO speed, focal length), and/or an explanation of the relevance of the image to the challenge is not present and/or is written poorly.	A written statement accompanies each photo; the statement includes most of the photo's meta data (camera make/model, f/stop, exposure time, ISO speed, focal length); an explanation of the relevance of the image to the challenge is included.	A written statement accompanies each photo; the statement includes the photo's meta data (camera make/model, f/stop, exposure time, ISO speed, focal length); an explanation of the relevance of the image to the challenge is presented in a clear and concise manner.	

PORTFOLIO (60 points) – continued			
Resources/ References (X2)	A reference list is present, but graphic and/or software packages used are not mentioned, and/or MLA format is not used, and/or the citations are inadequate.	A reference list is present and the primary software packages used are included; MLA format is used for an adequate number of resources.	Detailed and concise resources/ references are provided; all software packages used are included; MLA format is used for the citations.	
PORTFOLIO SUBTOTAL (60 points)				

Rules violations (a deduction of 20% of the total possible points for the above sections) must be initialed by the judge, coordinator, and manager of the event. Record the deduction in the space to the right.

Indicate the rule violated: _____

PRELIMINARY SUBTOTAL (60 points)

SEMIFINAL CHALLENGE (60 points)			
CRITERIA	Minimal performance	Adequate performance	Exemplary performance
	1-4 points	5-8 points	9-10 points
Principles and elements of design/ composition and creativity (X1)	There is little or no evidence of an understanding or creative use of compositional elements (line, shape, form, value, space, texture, color, framing, emphasis, balance, unity, contrast, movement/rhythm and pattern/repetition).	Images demonstrate some knowledge and creative use of compositional elements (line, shape, form, value, space, texture, color, framing, emphasis, balance, unity, contrast, movement/rhythm and pattern/repetition).	Images clearly demonstrate excellent and creative use of a variety of compositional elements (line, shape, form, value, space, texture, color, framing, emphasis, balance, unity, contrast, movement/ rhythm and pattern/repetition).
Technical skill (X2)	Participants do not demonstrate knowledge of and understanding of how to utilize photographic equipment and techniques such as lighting equipment, and/ or off-camera flash, or do not use it altogether in the onsite challenge; participants show little or no creativity in stanging and photographing subjects.	Participants demonstrate some knowledge of and understanding of how to utilize photographic equipment and techniques such as lighting equipment, and/or off-camera flash, or use it only minimally in the onside challenge; participants show some creativity in stanging and photographing subjects.	Participants clearly demonstrate knowledge and understanding of how to utilize photographic equipment and techniques such as lighting equipment, and/or off-camera flash and use it creatively in the onsite challenge; participants show creativity in stanging and photographing subjects; participants show a high level of skill in the use of the tools to create high quality images.
Technical quality (X1)	Photos are out of focus; blurriness is unintentional and does not contribute to the overall composition; photos display incorrect exposure values, white balance, and/or range of tones; there is little or no consideration given to lighting and/or special effects.	Photos are in focus; photos display correct exposure values, white balance, and/or range of tones; images exhibit some attention to lighting and/or the use of special effects.	Photo subject(s) are in sharp focus; blurriness is used effectively to enhance the composition; photos display correct exposure values, white balance, and/or range of tones; images are enhanced by attention to lighting and/or the use of special effects.
Emotional Impact (X1)	The images are flat and lack emotional depth; viewers are not drawn into the scene; images do not clearly convey the theme/challenge.	The images show some emotional depth; viewers make an emotional connection with the images/pictures and are drawn into the scene or learn something from the subject(s); images convey the competition theme/challenge.	The images show emotional depth; viewers make an instant emotional connection with the pictures and are drawn into the scene or learn something from the subject(s); images cleary convey the competition theme/challenge.

Record scores in the column spaces below.

SEMIFINAL CHALLENGE (60 points) – continued

Written Statements (X1)	A written statement may or may not accompany each photo, and/or the statement includes only some of the photo's meta data (camera make/model, f/stop, exposure time, ISO speed, focal length), and/or an explanation of the relevance of the image to the challenge is not present and/or is written poorly.	A written statement accompanies each photo; the statement includes most of the photo's meta data (camera make/model, f/stop, exposure time, ISO speed, focal length); an explanation of the relevance of the image to the challenge is included.	A written statement accompanies each photo; the statement includes the photo's meta data (camera make/model, f/stop, exposure time, ISO speed, focal length); an explanation of the relevance of the image to the challenge is presented in a clear and concise manner.	
		SEMIFINAL CHALLENGE SUBTOTAL (60 points)		

SEMIFINAL LEAP INTERVIEW (12 points)

Record scores in the column spaces below.

CRITERIA	Minimal performance	Adequate performance	Exemplary performance	
	1-4 points	5-8 points	9-10 points	
LEAP Report/ Interview (10% of total event points)	The individual's or team's efforts are not clearly communicated, lack detail, and/or are unconvincing; few, if any, attempts are made to identify and/or incorporate the Student Leadership Challenge Practices and Behaviors.	The individual's or team's efforts are adequately communicated, include some detail, are clear, and/or are generally convincing; identification and/or incorporation of the Student Leadership Challenge Practices and Behaviors is adequate.	The individual's or team's efforts are clearly communicated, fullydetailed, and convincing; identification and/or incorporation of the SLC Practices and Behaviors is excellent.	
		SEMIFINAL LEAP INTERVIEW SUBTOTAL (12 points)		

Rules violations (a deduction of 20% of the total possible points for the above sections) must be initialed by the judge, coordinator, and manager of the event. Record the deduction in the space to the right.

Indicate the rule violated: _____

SEMIFINAL SUBTOTAL (72 points)	

To arrive at the TOTAL score, add any subtotals and subtract rules violation points, as necessary. **TOTAL (132 points)**	

Comments:

_____

I certify these results to be true and accurate to the best of my knowledge.

JUDGE

Printed name: _____   Signature: _____

PHOTOGRAPHIC TECHNOLOGY EVENT COORDINATOR INSTRUCTIONS

PERSONNEL

A. Event coordinator

B. Assistants for check-in, two (2)

C. Judges:

1. Preliminary round for portfolios, two (2) or more

2. Semifinal round, two (2) or more

MATERIALS

A. Coordinator's packet, containing

1. Event guidelines, one (1) copy for the coordinator and for each judge

2. TSA Event Coordinator Report

3. List of judges/assistants

4. Pre-populated flash drives for judges

5. Stick-on labels for entries, as needed

6. Results envelope

7. Envelope for LEAP Reports

8. LEAP Interview Judging Protocol

B. Tables for entries

C. Tables and chairs for judges

D. Semifinalist event information sheet

E. Event time line and presentation schedule

F. LED projector and laptop with appropriate software to review semifinalist presentations

RESPONSIBILITIES

AT THE CONFERENCE

1. Attend the mandatory coordinator's meeting at the designated time and location.

2. Report to the CRC room and obtain the coordinator's packet; check the contents.

3. Review the event guidelines and check to see that enough judges/assistants have been scheduled.

4. Inspect the area(s) in which the event is being held for appropriate set-up, including room size, chairs, tables, outlets, etc. Notify the event manager of any potential problems.

5. At least one (1) hour before the event is scheduled to begin, meet with judges/assistants to review time limits, procedures, and regulations. If questions arise that cannot be answered, speak to the event manager before the event begins.

EVENT CHECK-IN

1. Check in the entries and collect LEAP Reports at the time stated in the conference program.

2. Anyone reporting who is not on the coordinator's report may check in only after official notification is received from the CRC.

3. Late entries are considered on a case-by-case basis and only when the delay is caused by events beyond participant control.

4. Collect entries for evaluation and secure them in the designated area.

5. Place an entry number on the protective sleeve holding the USB flash drive, or the flash drive itself.

PRELIMINARY ROUND

1. Judges independently assess the entries.

2. Decisions about rules violations must be discussed and verified with the judges, event coordinator, and CRC manager to determine either:

   a. To deduct 20% of the total possible points or

   b. To disqualify the entry

   c. The event coordinator, judges and CRC manager must all initial either of these actions on the rating form.

3. Judges determine twelve (12) semifinalists.

4. Review and submit the semifinalist results and all related items/forms to the CRC room for posting.

SEMIFINAL ROUND

1. Perform basic set up of equipment necessary for the completion of the semifinal task and distribute the description of the Photographic Technology semifinalist assignment, specific instructions, and timeline to each semifinalist.

2. At the completion of the semifinalist round, collect USB flash drives. Ensure that each is properly marked with the participant's identification number.

3. Immediately following the collection of flash drives, each semifinalist will participate in a LEAP interview that will last a maximum of five (5) minutes.

4. Following completion of the second stage of this round, judges evaluate the entries.

5. Decisions about rules violations must be discussed and verified with the judges, event coordinator, and CRC manager to determine either:

   a. To deduct 20% of the total possible points or

   b. To disqualify the entry

   c. The event coordinator, judges and CRC manager must all initial either of these actions on the rating form.

6. Judges determine the ten (10) finalists and discuss and break any ties. (Determine the procedure for breaking ties before the onsite competition begins.)

7. Review and submit the finalist results and all items/forms in the results envelope to the CRC room.

8. If necessary, manage security and the removal of materials from the area.