

## **(V06) Promotional Photography (ML | S | PS)**

### **Description**

Students will demonstrate their skill and creative vision using a DSLR and image editing. This national event will be submitted and judged virtually. Awards will be presented at the National Leadership Conference.

### **Eligibility**

- Any Business Professionals of America student member may enter this event.
- There are no restrictions on the number of entries per chapter or per state.

### **Event Registration**

- Advisors register members for the event using the Membership Registration System, accessible at <https://register.bpa.org>.
- The event can be added to your invoice using step 4, “Virtual Event Registration.” Enter the name of each student into the “notes” field.
- Event registration can be purchased with your original invoice or with a new invoice after member registration.
- Registration deadline is no later than 11:59 p.m. Eastern Time, on November 15, 2021.
- Members participating in competition must be registered for the event prior to submission deadline to be eligible.

### **Entry Fee**

There will be a \$10 fee for each entry (*invoiced during event registration*).

### **Topic**

Submit one environmental photograph of landscape unique to your area.

### **Competencies**

- Apply basic camera techniques
- Demonstrate technical proficiency in the areas of proper focus
- Demonstrate knowledge of lighting techniques
- Demonstrate knowledge of exposure
- Demonstrate the ability to use creative compositional techniques
- Demonstrate knowledge of digital editing
- Demonstrate ability to print digital images
- Apply knowledge of software, equipment, and skills related to photography
- Demonstrate knowledge of copyright laws
- Demonstrate an understanding of developing a final product for a target audience

## Specifications

- **Submit one (1) photo in JPEG or JPG format as individual files and submit the Works Cited and signed [Release Form\(s\)](#) in a combined PDF file to: <https://presubmit.bpa.org>, no later than 11:59 p.m. Eastern Time, on January 15, 2022.**
- Member ID will be required for all submissions.
- No fax or mailed copies will be accepted.
- No exceptions can be made for missed deadlines due to incorrect submission or technical difficulties.
- Multiple submissions *cannot* be accepted.
- Materials from non-registered members, those missing Member ID and/or projects received after the deadline will *not* be accepted.
- Photos with any type of text on the photo will *not* be accepted.
- Photographs must be in digital format. The photograph must be taken with a digital camera; no scans of negatives, transparencies, or photographic prints are acceptable. Each file must be no larger than 5 megabytes must be in JPEG or JPG format, and must be at least 1,600 pixels wide (if a horizontal image) 1,600 pixels tall (if vertical image) OR Image Size must have a long dimension of at least 1,000 pixels and no more than 3,000 pixels.
- The photograph, each in its entirety, must be a single work of original material taken by the contest entrant.
- Only minor burning, dodging and/or color correction is acceptable, as are hand tinting and cropping.
- Photographs must *not* constitute copyright infringement or fraud.
- Watermarks are *not* acceptable.
- Photos may *not* be taken using a mobile device or edited using mobile app software.
- The member is responsible for securing a signed [Release Form](#) from any person whose image is used in the production.
- Members will be assigned to sections prior to their preliminary presentation.
- For members who qualify, members' advisors will be contacted to reserve a time for a video conference presentation before a panel of judges. Email confirmation will be sent to those members eligible to reserve a presentation time. The dates and times for presentation reservations will be announced via e-mail notification.
- The top members with the highest cumulative technical and presentation scores will be invited to attend the National Leadership Conference to be recognized for their outstanding efforts and to participate in the National Showcase. See <https://bpa.org/nlc/virtual-competitions-and-nlc-national-showcase/> for more information.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The [Style & Reference Manual](#) contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- National Business Professionals of America grants permission for the use of the copyrighted logo and tagline.
- For those students advancing to the National Showcase, photos must meet the following specifications:
  - Display shows original photo on 5"x7" and final photo on 8"x10" photo paper, dry-mounted on a board no larger than 24"x18"
  - Photo can be mounted on the board horizontally or vertically
  - You may print in glossy or matte
  - Photo must be mounted on one board that will fit on an easel for the showcase
- Mount the photo **ONLY** on the board. Please do *not* include any text or names, borders, stickers, etc.

**Method of evaluation**

Application

Technical Judges' Rating Sheet

Presentation Judges' Rating Sheet

**Length of event**

No more than three (3) minutes set-up

No more than seven (7) minutes presentation time

No more than five (5) minutes judges' questions

**Please note: Those members who wish to receive judges' comments must submit an e-mail address at the time of submission.**

**This event is sponsored by:**



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Judge Number \_\_\_\_\_

Member ID \_\_\_\_\_

**Technical Scoring Rubric**

Member Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes ( <i>Disqualification</i> )	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the <i>disqualification</i> below:		

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Member submitted the correct information and in the correct format. <ul style="list-style-type: none"> <li>Signed <a href="#">Release Form</a>(s) – PDF format</li> <li>Works Cited – PDF format</li> </ul> <p><b><i>All points or none are awarded by the technical judge.</i></b></p>				10	
Photos shows imagination, creativity, and originality	1-5	6-10	11-15	16-20	
Photos are sharp and well-focused	1-5	6-10	11-15	16-20	
Photos gain attention and has eye appeal	1-5	6-10	11-15	16-20	
Photos show use of proper lighting and exposure	1-5	6-10	11-15	16-20	
Photos deliver eye appeal, selection and arrangement of subjects within the frame (i.e. rule of thirds)	1-5	6-10	11-15	16-20	
Photos show proper image manipulation techniques (Only minor burning, dodging and/or color correction is acceptable, as are hand tinting and cropping.)	1-5	6-10	11-15	16-20	
Photos demonstrate a variety of composition techniques	1-5	6-10	11-15	16-20	
<b>TOTAL TECHNICAL POINTS (160 points maximum)</b>					

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Judge Number \_\_\_\_\_

Member ID \_\_\_\_\_

**Presentation Scoring Rubric**

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Oral presentation/stage presence/delivery (Including: maintaining eye contact, voice inflection, well-spoken, etc.)	1-5	6-10	11-15	16-20	
Explain the photo composition of your photos	1-5	6-10	11-15	16-20	
Explain the lighting selections choices (For Example: exposure, flash photography, studio lighting, natural lighting, etc.)	1-5	6-10	11-15	16-20	
Explanation of camera setting choices	1-5	6-10	11-15	16-20	
Showcases a variety of compositions in photo submissions	1-5	6-10	11-15	16-20	
Effectiveness of presentation	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-2	3-5	6-8	9-10	
<b>TOTAL PRESENTATION POINTS (130 points maximum)</b>					

**Specification Scoring Rubric**

SPECIFICATION POINTS: All points or none per item are awarded per item.		Points Awarded
Set-up lasted no longer than three (3) minutes – 5 points Presentation lasted no longer than seven (7) minutes – 5 points	10	
Member name does <i>not</i> appear on submitted output	10	
Photos were <i>not</i> edited using mobile app software	10	
<b>TOTAL SPECIFICATION POINTS (30 points maximum)</b>		

**TOTAL MAXIMUM POINTS = 240**