

# 2008

Southwest Professional Photographers Association  
Affiliated Exhibition of Professional Photography

## **ENTRY FEES:**

**\$75 for Members**

### **Deadline for Shipping Entries**

Must be received by Feb. 13, 2008

Ship to:

SWPPA Affiliated Print Competition  
C/O Southern Flair Photography  
2214 W. Park Row Dr.  
Arlington, TX 76013

### **Deadline for Hand-Carried Entries**

3-7 p.m., February 15, 2008

Triple Crown Room Sheraton Arlington Hotel



If you would like your print case shipped back to you,  
fill out the address information below and include this section in your print case.

**(Print Case Shipping Fee: \$30 each)**

**Unpaid entries that are not picked up at the designated time will be shipped COD.**

(Please Print)

Name \_\_\_\_\_  
Studio \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

# SWPPA Annual Regional Print Competition

By Michael R. Scalf Sr., SWPPA Executive Director

One of the highlights of the regional convention each year is the Affiliated Regional Print Competition and Exhibition.

Even though Southwest and Texas alternate each year in actually hosting the convention, Southwest conducts the print competition and exhibition each year.



Michael R. Scalf Sr.

I encourage you to enter prints and/or albums at the upcoming convention. The dates of the actual judging will be Feb. 16-17 at the Sheraton Arlington Hotel. You will find the competition entry form in this issue of the Southwest Image or you may go online at [www.swppa.com](http://www.swppa.com) and download all of the same forms and rules.

It is important that you follow the rules as defined to make sure your entries are not disqualified. Also all entries must be shipped in or delivered in an approved print or album entry case. Do not use a cardboard box!

Last year PPA introduced the digital album entries on a CD as an option to the actual album. This is a wonderful and economical option to enter albums. Please read the

This year we have been given a special treat since PPA's PEC committee has assigned all entries from what used to be the 'Rocky Mountain Regional Association' to our regional judging in February.

We want to whole heartedly welcome these members to our competition and hope that many of these states will eventually become official state members of our region.

rules carefully as the specific requirements to do this are spelled out in detail.

Also we are asking that each print case enclose another CD with all of your entries. For album entries, use your favorite two page spread. This will provide us with a quality 8x10 - 300 DPI jpeg of each entry for the awards presentation, magazine and website use.

This must be separate to the album entry CD(s). Save the jpegs at a quality setting of 12.

The entry fee is \$75. If you are not a current paid member of the state where your business is located, your entries will not be eligible for any awards or trophies. Your entries will still be judged, scored and earn you a PPA merit should they score an 80 or above.

If you wish to have your print case(s) shipped back to you following the judging, you must include the return shipping fee of \$30 per case. (If you have prints and traditional albums entered, you will incur a \$30 shipping fee for each case). If you or a designated individual picks up your entries on Wednesday morning, there will be no additional fee.

Also note that due to the increasing number of entries,

we again will have two separate panels this year. All entries will be divided by last name so you can watch your entries as they are judged.

One additional advantage of having two panels is that if a judge really likes your entry and

is does not score high enough to earn a merit, they may ask that the entry be send to the second panel for another judging. When this happens, the print retains the higher of the two scores. Also again this year we plan to digitally record the judging in both rooms and plan to have an edited copy available to view online shortly following the convention.

Welcome! To all of the Former

Rocky Mountain Regional States

Arizona Colorado Idaho  
Montana Utah Wyoming  
To the

2008 Southwest PPA

Regional Affiliated Competition.

We are delighted to make you a part of our judging!

## Please Include CD of Your Images in Your Print Case

Please, include one CD of the digital files of your entered images in your print case. For album entries, use your favorite two page spread.

A folder on your CD shall be named with Your Name and contain each entered image, numbered the same as the entry form and named with that entry's title. Each image file MUST be sized at 8x10 at 300 dpi with the jpeg setting at 12 quality.

It will not only save time for the print committee but this will provide us with a quality file for the slide show during the Awards Banquet as well as the magazine and website.

Folder Examples:

Mike Scalf Sr 01 My Fair Lady.jpg

Mike Scalf Sr 02 The Morning Has Broken.jpg

Mike Scalf Sr 03 I Love A Parade.jpg

# NEW 2008 REGIONAL COMPETITION RULES

The purpose of this competition is to allow photographers to enter photographic prints, CD or Traditional albums to be judged relative to the 12 Elements of a Merit Print.

PPA members are eligible to achieve PPA Exhibition Merits toward the Master of Photography Degree.

These rules pertain to still images entered as prints or transparencies created by traditional photographic processes as well as those captured electronically with a digital camera or scanner.

## ELIGIBILITY

1. Entrant must have captured and created the original exposure.
2. The entrant's name shall not appear anywhere on the face of the entry.
3. A maximum of four entries may be submitted per entrant.
4. No entry will be eligible that has been made under the supervision of an instructor or as a class assignment.
5. No two entries shall be of the same subject.
6. Entries previously merited at any PPA International Competition are not eligible including any image from a merited album.
7. Entries bearing the PPA Affiliated Exhibition Seal of Approval submitted according to the rules of entry will be automatically accepted for exhibition.
8. Entry media includes photographic prints, CD albums and traditional albums.
9. If an image Merits 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 conditions.

## PHOTOGRAPHIC COMPETITION CATEGORIES

1. PHOTOGRAPHIC OPEN consists of Portrait, Illustrative, Wedding, and Album entries.
2. Electronic Imaging and Commercial Regional competitions are held at the SEPPA Regional.

## MOUNTING (Print Entries)

1. Print entries must be permanently mounted on standard mount material. e.g. 3x mat board, gator board, 1/4" foam or sintra. No Masonite®, glass, stretcher or conventional frames are allowed.
2. Images of any shape and size are allowed and must be mounted on 16 x 20 mount board (recommended mounting thickness is 1/8" to 3/8").
3. No material may be added to the front or back of an entry that may damage another entry.
4. **Exception:** PPA Master of Photography Degree holders may submit 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".

## ALBUM ENTRIES

Album entries may be submitted in the form of a Traditional Album or a CD Format Album.

## There are 2 Album Entry Categories, Events and Non-Events

**Events:** Use this category for time-sensitive social events such as weddings, bar mitzvahs, etc.

**Non-Events:** Use this category for portrait and storytelling albums.

**NOTE:** Starting in 2008, multi maker and single maker albums will be judged as one category.

## Traditional Album Entry

1. Album cover may not exceed 400 square inches.
2. No multiple volume albums are allowed.
3. Any studio identification or entrant's name in the album must be covered.

## CD Format Album Entry

See **TUTORIAL** at <http://competitions.ppa.com>

1. Non-rewritable CDs are required for CD album entries.
2. All files **MUST** be a horizontal canvas size of 2560 x 1600 pixels color space sRGB, JPEG at Quality setting 12 (That doesn't mean you can't have vertical images. See tutorial)
3. Each canvas/file may be a single album side or a spread with as many images as you desire.
4. An entry may contain up to 36 "Canvases/files"
5. Identify Canvas/files in the order to be viewed using two digits i.e. 01 jpg, 02 jpg, 03 jpg, etc.)
6. Canvas/file 01jpg **MUST** be blank - filled with **BLACK**
7. All Canvas/files for one entry Must be in one folder named with your, **Entry #, PPA# and Title of Entry** in that order. i.e. 1-49881 Endless Love
8. Limit (1) album entry per CD.
9. Entrant's Name/s plus, Entry #, PPA#/s, and Title **MUST** be written directly on the CD for identification. **NOTE:** In order to prevent jamming, **NO** labels can be affixed to the CD! Use the Official Entry Form and jewel case label.
10. Studio identification or entrant's name can not appear on any file within the album entry.

## NOTE: In the case of any Multi-Maker album entries:

1. The makers of a multi-maker album **MUST** belong to the same Regional to be eligible for the Seal of Approval. If they do not, the album may only be entered at the International Judging to be eligible for merit.
2. Each entrant must pay the appropriate entry fee.
3. Each album or CD jewel case must have the official entry label with the names and PPA #s for each entrant.
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.

## DEADLINE AND FEES

1. Entry fee is \$75.00 per member entry form. Make checks payable to Southwest PPA.
2. Entries must be shipped in a secure, reusable shipping container commonly known as a print case.
3. Shipped Entry Deadline: February 13, 2008.  
Ship to: SWPPA Affiliated Print Competition, C/O Southern Flair Photography, 2214 W. Park Row Dr., Arlington, TX 76013.
4. Hand Carry Deadline: February 15, 2008, 3-7 PM at the Triple Crown Room in the Sheraton Arlington Hotel.
5. Print Case Shipping Fee: \$30.00 per case. Non-prepaid entries that are not picked up by the designated time on site shall be return shipped COD.

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

# Official Album Entry Form

sponsored by . . .

**Professional Photographers of America**

and

**Southwest Professional Photographers Association**

(Check the appropriate category of your entry,  
complete all required information and enclose in print case.)

**STANDARD ALBUM ENTRY**

**ENTRY #** \_\_\_\_\_

Name \_\_\_\_\_ Studio Name \_\_\_\_\_  
Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_  
PPA Membership # \_\_\_\_\_ Album Title \_\_\_\_\_  
Description of Album \_\_\_\_\_

---

**MULTIPLE PHOTOGRAPHER ALBUM ENTRY**

**ENTRY #** \_\_\_\_\_

Name \_\_\_\_\_ PPA Membership # \_\_\_\_\_  
Name \_\_\_\_\_ PPA Membership # \_\_\_\_\_  
Name \_\_\_\_\_ PPA Membership # \_\_\_\_\_  
Primary Studio Name \_\_\_\_\_  
Primary Studio Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Album Title \_\_\_\_\_  
Description of Album \_\_\_\_\_

---

.....  
Information Below for Official Scoring

Case # \_\_\_\_\_ Score \_\_\_\_\_

**PLEASE COMPLETE**

Name \_\_\_\_\_  
 Studio \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_

**Affiliate Association Entry Form**



**Professional Photographers  
of America**

**FOR AFFILIATE ASSOCIATION USE**

Check All That Apply:

- PPA Membership # \_\_\_\_\_
- Non-member of PPA
- Master of Photography
- Student Member
- ASP Member
- First Time Entry
- Image CD Enclosed

**DO NOT USE**

Category (Circle one)	Sub Category (Circle one)	Print or Album	Entry NO.	TITLE	✓	JURY	SEAL
Photographic Open	Wedding	P	1	_____			
	Portrait			Title of Entry			
Album	Illustrative	A		<input type="checkbox"/> Appropriate Release are on file			
Photographic Open	Wedding	P	2	_____			
	Portrait			Title of Entry			
Album	Illustrative	A		<input type="checkbox"/> Appropriate Release are on file			
Photographic Open	Wedding	P	3	_____			
	Portrait			Title of Entry			
Album	Illustrative	A		<input type="checkbox"/> Appropriate Release are on file			
Photographic Open	Wedding	P	4	_____			
	Portrait			Title of Entry			
Album	Illustrative	A		<input type="checkbox"/> Appropriate Release are on file			

**PHOTOGRAPHIC CERTIFICATION:** This is to certify that I have personally originated the concept behind each entry and that to the best of my recollection images represented by my entries in no way intentionally imitate any other work I am familiar with. I further certify that I have created, composed and captured the original exposures and that processing, printing and special effects were done under my supervision. I have read and understand the rules for entry. I further certify that I have not entered any other affiliated photographic competition this calendar year. I have obtained all necessary releases and agree to hold SWPPA harmless against all claims and liabilities arising out of SWPPA's consideration, display, publication and promotion or other use of each photograph or other material submitted to SWPPA. I understand the above statements and that the loss of five Exhibition Merits will be incurred if they are proven false. I understand my prints may not be exhibited at the SWPPA convention if the standards for mounting are not met. SWPPA reserves the right to require necessary releases before publication. SWPPA assumes no responsibility for damage to entries.

Entry Fee Enclosed \$ \_\_\_\_\_

Shipping Fee Enclosed \$ \_\_\_\_\_

Total Enclosed \$ \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

**DIRECTIONS:** Complete and attach one label from below to each entry.  
 Attach the label to the **TOP** back of the entry as you wish it to be judged.

**PRINT ALL INFORMATION**      ▲ **TOP OF IMAGE** ▲      **PRINT # 1**

Title of Entry \_\_\_\_\_

Entrant's Name \_\_\_\_\_ City/State \_\_\_\_\_

<p align="center"><b><u>CIRCLE CATEGORY</u></b></p> <p>P - Photographic Open      A - Album</p> <p align="center"><b><u>CIRCLE SUB-CATEGORY</u></b></p> <p>Wedding      Portrait      Illustrative</p>	<p><b>I am a member of:</b></p> <p><input type="checkbox"/> Arkansas      <input type="checkbox"/> Louisiana</p> <p><input type="checkbox"/> New Mexico      <input type="checkbox"/> Oklahoma</p> <p><input type="checkbox"/> Texas      <input type="checkbox"/> Rocky Mtn</p>	<p><input type="checkbox"/> First Time SWPPA Entrant</p> <p><input type="checkbox"/> PPA Member</p> <p><input type="checkbox"/> PPA Master</p> <p><input type="checkbox"/> PPA Certified</p> <p><input type="checkbox"/> ASP Member</p> <p><input type="checkbox"/> Out of Region</p>
--	--	---

**PRINT ALL INFORMATION**      ▲ **TOP OF IMAGE** ▲      **PRINT # 2**

Title of Entry \_\_\_\_\_

Entrant's Name \_\_\_\_\_ City/State \_\_\_\_\_

<p align="center"><b><u>CIRCLE CATEGORY</u></b></p> <p>P - Photographic Open      A - Album</p> <p align="center"><b><u>CIRCLE SUB-CATEGORY</u></b></p> <p>Wedding      Portrait      Illustrative</p>	<p><b>I am a member of:</b></p> <p><input type="checkbox"/> Arkansas      <input type="checkbox"/> Louisiana</p> <p><input type="checkbox"/> New Mexico      <input type="checkbox"/> Oklahoma</p> <p><input type="checkbox"/> Texas      <input type="checkbox"/> Rocky Mtn</p>	<p><input type="checkbox"/> First Time SWPPA Entrant</p> <p><input type="checkbox"/> PPA Member</p> <p><input type="checkbox"/> PPA Master</p> <p><input type="checkbox"/> PPA Certified</p> <p><input type="checkbox"/> ASP Member</p> <p><input type="checkbox"/> Out of Region</p>
--	--	---

**PRINT ALL INFORMATION**      ▲ **TOP OF IMAGE** ▲      **PRINT # 3**

Title of Entry \_\_\_\_\_

Entrant's Name \_\_\_\_\_ City/State \_\_\_\_\_

<p align="center"><b><u>CIRCLE CATEGORY</u></b></p> <p>P - Photographic Open      A - Album</p> <p align="center"><b><u>CIRCLE SUB-CATEGORY</u></b></p> <p>Wedding      Portrait      Illustrative</p>	<p><b>I am a member of:</b></p> <p><input type="checkbox"/> Arkansas      <input type="checkbox"/> Louisiana</p> <p><input type="checkbox"/> New Mexico      <input type="checkbox"/> Oklahoma</p> <p><input type="checkbox"/> Texas      <input type="checkbox"/> Rocky Mtn</p>	<p><input type="checkbox"/> First Time SWPPA Entrant</p> <p><input type="checkbox"/> PPA Member</p> <p><input type="checkbox"/> PPA Master</p> <p><input type="checkbox"/> PPA Certified</p> <p><input type="checkbox"/> ASP Member</p> <p><input type="checkbox"/> Out of Region</p>
--	--	---

**PRINT ALL INFORMATION**      ▲ **TOP OF IMAGE** ▲      **PRINT # 4**

Title of Entry \_\_\_\_\_

Entrant's Name \_\_\_\_\_ City/State \_\_\_\_\_

<p align="center"><b><u>CIRCLE CATEGORY</u></b></p> <p>P - Photographic Open      A - Album</p> <p align="center"><b><u>CIRCLE SUB-CATEGORY</u></b></p> <p>Wedding      Portrait      Illustrative</p>	<p><b>I am a member of:</b></p> <p><input type="checkbox"/> Arkansas      <input type="checkbox"/> Louisiana</p> <p><input type="checkbox"/> New Mexico      <input type="checkbox"/> Oklahoma</p> <p><input type="checkbox"/> Texas      <input type="checkbox"/> Rocky Mtn</p>	<p><input type="checkbox"/> First Time SWPPA Entrant</p> <p><input type="checkbox"/> PPA Member</p> <p><input type="checkbox"/> PPA Master</p> <p><input type="checkbox"/> PPA Certified</p> <p><input type="checkbox"/> ASP Member</p> <p><input type="checkbox"/> Out of Region</p>
--	--	---

# The 12 Elements for Success in Print Competition

The Photographic Exhibition Committee established 12 elements of a merit-quality photograph. These elements are endorsed by the International Print Competition Judges. Listed here are those elements in order of importance along with a brief discussion of each.

- 1. IMPACT** – This is the first reaction when a print is observed. It is the most important of the 12 elements. Does the print grab the attention of the viewer? Does it make the viewer want to look at it further? Does the title complement the image?
- 2. CREATIVITY** – How novel is the image? The most creative images are unique. Use imagination in creating images and share ideas with others.
- 3. STYLE** – This is what separates one's images from others. It is possible to borrow elements from another's style to develop one's own. Examples of well-known styles, in a broad sense include realist, cubism, impressionistic, scenic, documentary, glamour and renaissance.
- 4. COMPOSITION** – This is how an image is framed and its elements arranged (often a matter of how well rules are followed or broken). Create rhythm in images through repetition and symmetry. Use the rule of thirds to place subjects and lines to create design or interest. Do not allow horizon lines to cut through subjects' heads and watch out for objects "growing" out of subject heads.
- 5. PRESENTATION** – Another element of style, it includes cropping, mounting and underlays. Dare to be different but exclude that which does not enhance the image. Use a color from the main subject as the border to help direct viewer attention. Do not use borders which are too bold – 1/16<sup>th</sup> to 1/8<sup>th</sup> inch is a good rule of thumb. Refer to print competition rules for thickness or mounts and print sizes.
- 6. COLOR BALANCE** – This is the use of harmony in an image such as light against dark or strong against weak. Do the colors of the subject harmonize with the background? Does the background de-emphasize or compete with the subject.
- 7. CENTER OF INTEREST** – The use of design and leading lines draw the viewer's eye directly to the subject. Design should hold the viewers' attention, leaving them free to explore the entire image, but always returning to the center of interest – the fewer distractions the better.

- 8. LIGHTING** – The correct quantity of light conveys the mood of the image. There must be direction of light or the image will appear flat and lifeless. Proper illumination of the five views of the human face is essential to a great image.
- 9. SUBJECT MATTER** – A correct and clear interpretation of the subject should be conveyed to the viewer, that is, the subject should correlate to its surroundings.
- 10. PRINT QUALITY** – Color negatives should be of proper density for prints to hold detail in both highlight and shadow areas. Camera angle, lighting, contrast and color also will affect overall print quality. Avoid matte sprays and any other spray which lessens the brilliance of the photographic print. High gloss prints score the best.
- 11. TECHNIQUE** – Similar to style, this is the foundation of photography – art principals are necessary and should be studied.
- 12. STATEMENT** – Every image should tell a story – a story easy to read. A print title can make or break this story.

By producing a competition print which incorporates a majority of the 12 elements, a merit print can be created. Personal experience may indicate this is difficult to achieve, but, with experience, the goal may be more easily attained.

One should not get emotionally involved with a creation to the point of not being able to accept criticism. Through subject analysis there is growth and better photography.

**Good  
luck  
to all  
who  
enter!**