PHOTOGRAPHIC TECHNOLOGY

OVERVIEW

Applying leadership and 21st century skills, participants demonstrate an expertise in using photographic and imaging technology processes to convey a message. Semifinalists communicate their logical processes through the on-site an interview and showcase their skills by capturing and editing photographs that are submitted on a USB during the conference. The annual theme will be posted on the TSA website under *Themes & Problems*.

ELIGIBILITY

One (1) individual per chapter may participate

TIME LIMITS

PRELIMINARY ROUND

A. All components of the chapter's entry must be finished, submitted, and accessible via the Internet by 11:59 p.m. ET on a designated date in mid-May.

SEMIFINAL ROUND

A. Twenty-four (24) hours to take, edit, and create a Semifinalist Challenge Portfolio of photos created during the semifinal session.

B. Ten (10) minutes to present the solution to the judges and complete an interview.

ATTIRE

TSA competition attire is required for this event.

PROCEDURE

PRE-CONFERENCE

A. Participants access the annual theme on the TSA website under *Themes & Problems*.

B. Participants produce a photographic portfolio while observing regulations.

C. Examples of tasks that participants may be asked to perform include, but are not limited to:

1. photographing a product for commercial use
2. green screen shots
3. macro photography
4. portraiture
5. staging a still life photo using provided materials.

D. Participants submit the entry by 11:59 p.m. ET on a designated date in mid-May.

E. Submission information will be provided on the TSA website under *Competition Updates*.

PRELIMINARY ROUND

A. A list of twelve (12) semifinalists (in random order) is posted on-site at the National TSA Conference on the first full day.

SEMIFINAL ROUND

A. Participants report to the event area at the time and place stated in the conference program to:

1. receive the semifinal problem
2. sign up for presentation/interview time

B. All participants will have twenty-four (24) hours to complete and submit a Semifinal Portfolio on a USB at the time and place stated in the conference program.

C. The judges will evaluate the semifinal portfolio without the participate present.

D. Participants will then report to the event area at the time and place stated in the conference program at the presentation time.

E. Once in the presentation room, the participants will have two (2) minutes to open the presentation and prepare for their interview using the participants laptop and the USB submitted.

F. The presentation and interview will take no longer than ten (10) minutes.

G. Judges independently assess the entries and interview responses.

H. The top ten (10) finalists are announced at the awards ceremony.

REGULATIONS AND REQUIREMENTS

Students will work to develop their leadership and 21st century skills in the process of preparing for and participating in this TSA competitive event. The development and application of those skills must be evident in their submission, demonstration, and/or communication pertaining to the entry.

PRELIMINARY ROUND

A. Participants interpret the annual theme posted on the TSA website under *Themes & Problems* to unify the photographs included in the portfolio.

B. Participants are solely responsible for all aspects of the competition, including taking the photographs, editing, and completing the portfolio. This includes images used in special effects photography.

C. Photographic Portfolio:

1. The finished album must be saved as a multi-page PDF document with the pages in the following order:

   a. Title page – must include the event title, the conference city and state, the year, the participant's ID number.

   b. Table of contents; pages as needed

   c. Summary of the theme must follow the annual challenge, including a detailed description of how the theme was interpreted by the participant, why the particular subjects were chosen, as well as the challenges that were faced in the selection of the subjects, in taking the photos, and in selecting and editing the final images; pages as needed.

   d. The photographs:

      i. The entry must contain five (5) separate images as detailed in the annual theme posted on the TSA website under *Themes & Problems*:

         1. one (1) color image
         2. one (1) black and white image
         3. one (1) Macro image
         4. one (1) Still life
         5. one (1) Student choice

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

      ii. One-half (1/2) page typewritten statements in 12-point Times New Roman font containing the following information must precede each image. Statements should NOT appear on the same page as the final image:

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

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

   e. A references and resources page must include a list of resources used to complete the album, including camera, software, hardware, etc.

   f. Student Copyright Checklist. Participants must complete the Student Copyright Checklist (see Forms Appendix on the TSA website), one (1) page.

   g. Photo/Film/Video Consent and Release Forms (if needed). Pages as needed.

      i. If the entry contains images of people, proof of consent must be provided for each person in an image.

      ii. Minors require parental consent.

    iii. Use the Photo/Film/Video Consent and Release (see Forms and Appendix on the TSA website) for any individuals in the photographic portfolio.

    iv. Participants must scan each completed consent form and include it in the PDF format of the photographic portfolio.

h. Failure to include the Student Copyright Checklist or consent forms will result in disqualification.

i. All prints used in this event 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 equipment and any other related accessories needed to complete the semifinals portfolio presentation. These can include but not limited to the following:

1. A tripod

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

3. Cell phone cameras are not permitted.

4. A computer (laptop is preferred) with graphic editing software installed.

5. One (1) USB flash drive for use in the semifinal portfolio presentation.

    Note: USB flash drives become property of TSA and will not be returned to the participant.

B. Participants use the graphic editing software (e.g., Lightbox, Photoshop, Fireworks, etc.), to edit their images.

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

D. No internet access will be provided.

E. Semifinalist Portfolio MUST include the following information. The written statement will be on the page that precedes each image of the solution using 12-point Times New Roman font:

1. Copy of the original, unedited image

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

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

4. F-stop at which each photograph was taken

5. Exposure time of each photograph

6. ISO speed of each photograph

7. Focal length of the lens for each photograph

8. 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.

9. Student Copyright Checklist (see Forms Appendix).

10. Resources and References (if applicable). Images 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.

11. The above portfolio regulations are in addition to any special requirements communicated during the semifinal round informational session.

F. The Semifinal Portfolio is saved as a PDF on a USB drive using the participant's ID number as the file name.

G. The USB drive is submitted at the time and location provided in the conference program. The participant's ID number must be clearly displayed on the outside of the USB drive. The USB drive will become property of National TSA.

H. Once in the presentation room at the assigned time, the participants will have two (2) minutes to open the presentation and prepare for their interview using the participants laptop and the USB that was submitted. The setup time is not counted towards the presentation and interview time.

I. Participants are responsible for providing a charged laptop to view their semifinalist presentation. No access to power will be provided.

J. The member will give a brief presentation that details the thought processes creating each image of the semifinal portfolio allowing for time to answer interview questions. The presentation and interview will take no longer than ten (10) minutes.

K. Judges will independently assess the entries and interview responses.

L. The top ten (10) finalists are announced at the awards ceremony.

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

EVALUATION

PRE-CONFERENCE/PRELIMINARY ROUND

A. The photographic portfolio

SEMIFINAL ROUND

A. The semifinalist portfolio

B. The interview

Refer to the official rating form for more information.

STEM INTEGRATION

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

LEADERSHIP AND 21ST CENTURY SKILLS DEVELOPMENT

This event provides opportunity for students to build and develop leadership and 21st century skills including but not limited to:

- Communication
- Collaboration/Social Skills
- Initiative
- Problem Solving/Risk Taking
- Critical Thinking
- Perseverance/Grit
- Creativity
- Relationship Building/Teamwork
- Dependability/Integrity
- Flexibility/Adaptability

CAREERS RELATED TO THIS EVENT

This competition has connections to one (1) or more of the careers below:

- Advertising or public relations executive
- Graphic designer
- Photographer

PHOTOGRAPHIC TECHNOLOGY

2023 & 2024 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.

☐ PDF of the photographic portfolio was submitted
☐ ENTRY NOT EVALUATED

PHOTOGRAPHIC PORTFOLIO (80 points)				Record scores in the column spaces below.
CRITERIA	Minimal performance	Adequate performance	Exemplary performance	
	1-4 points	5-8 points	9-10 points	
Portfolio (X1)	Portfolio is missing several components and/or is lacking in quality.	Most components are included: portfolio is generally organized and displays some quality in fonts and layout.	All components are included; effort and quality of work are evident. Portfolio displays high quality choice of fonts and layouts.	
Principles and Elements of Design and Composition and Creativity (X2)	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.	
Impact and Theme (X2)	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.	

PHOTOGRAPHIC PORTFOLIO (80 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.
Resources/ References (X1)	A reference list is present, but graphic and/or software packages used are not mentioned, and/or appropriate format is not used, and/or the citations are inadequate.	A reference list is present and the primary software packages used are included; appropriate format is used for an adequate number of resources.	Detailed and concise resources/ references are provided; all software packages used are included; appropriate format is used for the citations.
PHOTOGRAPHIC PORTFOLIO SUBTOTAL (80 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 (80 points)

SEMIFINALIST PORTFOLIO (80 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 on-site challenge; participants show little or no creativity in staging 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 staging 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 on-site challenge; participants show creativity in staging and photographing subjects; participants show a high level of skill in the use of the tools to create high quality images.	

Record scores in the column spaces below.

SEMIFINALIST PORTFOLIO (80 points) – continued

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.	
Impact and Theme (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.	
Portfolio (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.	
Interview (X2)	Communication of the design process is unclear, unorganized, and or illogical; leadership and/or 21st century skills are not evident.	Communication of the design process is somewhat logical and clear; leadership and/or 21st century skills are somewhat evident.	Communication of the design process is clear, concise, and logical; leadership and/or 21st century skills are clearly evident.	
SEMIFINALIST PORTFOLIO SUBTOTAL (80 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 (80 points)	

To arrive at the TOTAL score, add any subtotals and subtract rules violation points, as necessary. **TOTAL (160 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. Stick-on labels for semifinal contestants, as needed

5. Results envelope

B. Tables for entries

C. Tables and chairs for judges

D. Semifinalist event information sheet

E. Event time line and presentation schedule

F. One (1) laptop to judge the semifinalist portfolio after submission and prior to interview.

RESPONSIBILITIES

PRE-CONFERENCE

A. National TSA will collect entries until 11:59 p.m. ET on a designated date in mid-May. The results are shared with the CRC manager, event coordinator, and assigned judges.

B. Review entries as they are submitted to the designated online storage utility.

C. Manage communication and Pre-conference evaluation (at least two [2] or more judges should be recruited earlier in the year). Coordinate with National TSA and/or the Judge Manager.

D. Judges determine the twelve (12) semifinalists and discuss and break any ties.

E. At least five (5) days prior to the National TSA Conference, make accessible the online storage utility link for the entries.

AT THE CONFERENCE

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

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

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

D. 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.

E. One (1) hour before the semifinal event is to begin, meet with evaluators to review time limits, procedures, regulations, evaluation, and all other details related to the event. If questions arise that cannot be answered, speak to the event manager before the event begins.

PRELIMINARY ROUND

A. On the first full day of the conference, post a list of the twelve (12) semifinalists in random order.

B. Create and post a semifinalist sign-up sheet.

SEMIFINAL ROUND

A. Meet the semifinalist at the time and location in the conference program. Distribute the semifinalist challenge.

B. At least one (1) hour before the event is scheduled to begin, meet with judges and review the time limits, procedures, regulations, evaluation, and all other details related to the event. Determine the procedure for breaking ties before the on-site competition begins.

C. Semifinalist teams report to the event area at the assigned time and place with their completed USB drive containing the semifinalist portfolio.

D. Distribute the guidelines for both the station challenge.

E. Collect USB flash drives. Ensure that each is properly marked with the participant's identification number.

Inform the contestants that the USB flash drives become the property of TSA and will not be returned.

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

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

2. To disqualify the entry

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

G. Judges determine the ten (10) finalists and discuss and break any ties.

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

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