

## **Photography-Digital**

Evaluate each contestant's knowledge and skill level in the field of commercial photography, as well as the evaluation of each contestant's preparation and professionalism in each element of the contest.

### **General Regulations**

People entering this contest must follow all rules listed below as well as the "General Regulations" of the Wisconsin Skills Championships.

### **Equipment and Materials**

1. Supplied by the contestant:

- a. Digital SLR Camera plus any other photographic equipment desired.
- b. 2 batteries with charger
- c. Appropriate memory cards
- d. USB card reader or camera USB cable
- e. Computer w/ USB drive (Laptop recommended but not mandatory)
- f. Computer loaded with Adobe Photoshop (CS2 version 9 or higher recommended)
- g. Two Mounted "8x10's" with verification letters:

One freelance photo, and one theme photo

The theme photo shall be a digitally constructed "collaged" color image.

This year's theme is "Connections".

The freelance photo may be black and white or color.

Note: All materials must be brought to pre-contest briefing.

### **Knowledge Performance**

The contest will include a written knowledge exam that assesses the overall photographic knowledge through a series of multiple-choice questions.

### **Skill Performance**

The contest will include a series of hands-on performance activities assessing overall digital photographic techniques.

### **Contest Guidelines**

The performance portion of the contest includes:

1. Field assignment that will require the skills to produce a contact sheet (print out of 2" by 3" or approximate sized thumbnails) for judging
2. Conceptual assignment to evaluate artistic ability

3. Digital editing session to evaluate the knowledge of manipulative techniques
4. Print competition of two submitted prints that follow the criteria listed in the standards and competencies section
5. Interview of contestant about their submitted photos
6. Judges will be present to observe the contest proceedings
7. All work for this contest remains the property of the contestant. UW-Stout assumes the right to reproduction of contest works for the purpose of publication, promotion, etc.

### **Print Competition**

Each student will submit two photographs to be judged and displayed at the competition.

Requirements for prints are as follows:

1. Each print is to be mounted on an appropriate photographic mounting material, measuring 11" x 14".

Prints should be 8" x 10" or approximate in size.

Freelance photo subject will be the choice of the contestant

The Freelance photo maybe either black and white or color.

Theme photo subject is to be "Connections"

The theme photo shall be a digitally constructed "collaged" color image.

All work done to your images including shooting, digital altering and mounting/matting will be the independent work of the contestant.

All prints must be identified by a label placed on the back with the following information: maker's name, instructor's name, school name and address. This information should be printed in large, clear, legible writing and affixed to the back of the print, near the center of the top edge.

The prints may be displayed during the conference

Note:

Due to the fact that not all schools have the ability create a quality 8" x 10" print from an digital format, students will be able to get their picture professional processed under the following conditions: That wherever they get it processed, the processor may not digitally alter the image in anyway.

2. The processor may not mount or perform any type of finishing operation to the print other than produce the print. It is advisable to take your images to a photo finisher that will handle your images separately and not produce them like batch photos.

### **Verification**

A letter signed by the contestant, his/her instructor and Principal must be attached to the back of the print and must certify that all work was done solely by the contestant without assistance from outside sources.

The following data for the photograph must be written on the back of the mounting board:

1. Title (optional)

2. Camera used
3. Lens
4. Shutter speed
5. F-stop
6. Filters (If any)
7. Special techniques
8. Brief description of any digital alterations you performed on your image.
9. Any other information you feel is relevant

### **Professional assessment**

In an interview, the contestant will be asked questions which will involve technical, historical and aesthetic points. (All contestants will be asked the same questions)

### **Standards and Competencies**

**P 1.0** — Apply and implement overall photographic knowledge through a multiple choice written test

- 1.1 Identify advancements in photographic history
- 1.2 Define a variety of camera functions
- 1.3 Explain studio lighting patterns and settings
- 1.4 Define a variety of digital photographic terms and terminologies

**P 2.0** — Apply the knowledge and skill needed to conduct a photographic field assignment and produce a contact sheet for judging (Digital SLR required)

- 2.1 Demonstrate technical proficiency in the areas of proper exposure and focus
- 2.2 Demonstrate artistic ability through use of standard rules of composition
- 2.3 Demonstrate an ability to follow a theme
- 2.4 Choose correct paper and printer profiles when producing a contact sheet
- 2.5 Implement the skills needed to demonstrate an ability to follow guidelines and present an acceptable body of work

**P 3.0** — Apply the artistic techniques to manipulate multiple images in a free-form conceptual assignment

- 3.1 Demonstrate the ability to use rules of composition.
- 3.2 Show an ability to conceptualize the relationship between multiple images to produce a single digital art piece.
- 3.4 Show an understanding of digital editing software to achieve the desired results.

**P 4.0** — Demonstrate the ability to use a variety of manipulative tools in Adobe Photoshop to correct common imaging problems in digital photography

4.1 Apply the knowledge of manipulating a digital image through several techniques including:

4.1.1 Change orientation of an image

4.1.2 Change size of an image

4.1.3 Make tonal adjustments on image

4.1.4 Reconstruct image

4.1.5 Crop image

4.1.6 Utilize layer masks

4.1.7 Utilize modes

4.1.8 Utilize profiles

4.1.9 Save and name image

**P 5.0** — Apply and implement the knowledge and skill needed to balance a color-shifted image

5.1 Manipulate a digital "test image" using various methods in Adobe Photoshop to match the RGB (red, green, blue) channels of the "target image"

**P 6.0** — Show the ability to identify common problems in the processing and printing of digital images

6.1 Apply knowledge of troubleshooting digital images by distinguishing between a series of images:

6.1.1 Identify over-exposure

6.1.2 Identify blooming

6.1.3 Identify a clogged printer nozzle

6.1.4 Identify aliasing

6.1.5 Identify JPEG artifacts

6.1.6 Identify noise

6.1.7 Identify improper white balance

6.1.8 Identify over-sharpening

6.1.9 Identify Newton rings

6.1.10 Identify posterization

**P 7.0** — Apply the knowledge and skill to submit two portfolio prints that are consistent with the following criteria:

7.1 Meet required image size of 8" x 10"

7.2 Show ability to present all prints mounted to an 11" x 14" matt board

7.3 Show ability to use black or white matting on prints

7.4 Demonstrate technical proficiency through proper exposure, focus, etc.

7.5 Demonstrate artistic ability through use of standard rules of art and design such as rule of thirds, leading lines, texture and use of positive-negative space.

**P 8.0** — Demonstrate the knowledge skills during an interview

8.1 Present a ideas and thought behind your work during an interview

8.2 Present a digital or print portfolio of photographic work

8.3 Demonstrate an ability to communicate knowledge of the field of photography

8.4 Demonstrate soft skills necessary for the workplace

**P 9.0** — Demonstrate the knowledge skills of dry mounting

9.1 Identify materials and equipment needed for dry mounting a picture

9.2 Show ability to measure and calculate the position of print to be dry mounted

9.3 Demonstrate the ability to properly dry mount a picture

**You will need this information on each of your photos:**

- Title of Your Photo \_\_\_\_\_
- \_\_\_\_\_
- Camera used: \_\_\_\_\_
- - Lens: \_\_\_\_\_ F-stop: \_\_\_\_\_
  - Shutter speed: \_\_\_\_\_ Filters: \_\_\_\_\_
- Image Alteration Information. Used PhotoShop to: \_\_\_\_\_

Briefly explain your photograph. (Ex. Why you chose your freelance photo or why your theme photo represents the theme?) \_\_\_\_\_

**SkillsUSA Photography contest Student Verification Form**

You will need this information on *each* of your photos

I \_\_\_\_\_ hereby state that all work and preparation leading up to my finished product was all done by my efforts only.

Each of the following that applies to my finished product was done by my efforts alone: exposing (shooting), digital alterations, matting/or mounting

\_\_\_\_\_

Contestant Signature

\_\_\_\_\_

Date

**Print Processing Verification**

I \_\_\_\_\_ hereby state that this image was printed exactly as it was received and that I / we did not enhance and/or alter the image in any way.

\_\_\_\_\_

Print Processer's Signature

\_\_\_\_\_

Date

**Advisor and Administrator Verification**

I hereby state that all work pertaining to the contestants photos, was done by their efforts only.

\_\_\_\_\_

Advisor Signature

\_\_\_\_\_

Date

**Give this form to the Photography contest coordinator.**