



world **skills** uk

**Photography**

**Competition Brief**

Enter online by 28 February 2008

## entry requirements

<b>Who can enter?</b>	<p>The competition is open to anyone over the age of 16 studying with a view to a career in photography or working as a photographer's assistant. While no formal qualifications are necessary, the competition is designed to prepare entrants for the rigours of real world professional photography, and standards are expected to be commensurate with this.</p> <p>There are two levels of the competition, Advanced and Higher. The Advanced level is intended for entrants with one or two years of training or experience, while the higher level is aimed at entrants with two or more years of training or experience.</p>
<b>Individual and/or team event?</b>	This competition is an individual event.
<b>What type of competition 'live' or 'mixed'</b>	<p>This is a '<b>mixed</b>' competition.</p> <p>Stage one: competitors submit their entry for short-listing to stage two, by post.</p> <p>Stage two: short-listed competitors are invited to the UK final to exhibit their work at the WorldSkills UK Cultural and Creative Arts exhibition in June 08.</p>
<b>How many competitors can enter?</b>	Entry is limited to 3 competitors from any one organisation per level.
<b>Competition structure</b>	<p><b>Step 1</b> Register for this competition at <a href="http://www.worldskillsuk.org">www.worldskillsuk.org</a> by <b>28<sup>th</sup> February 08</b></p> <p><b>Step 2</b> Submit your entry by <b>Wednesday, April 30<sup>th</sup>, 2008</b> to: <b>WorldSkills UK Photography competition, 5 Portland Place, London, W1B 1PW</b></p> <p><b>Step 3</b> Short-listed competitors are expected to exhibit their work at the UK final to be held on <b>11<sup>th</sup> June 2008</b> at <b>The Lighthouse, Wolverhampton</b></p>

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## contact details

For technical advice about the competition contact:

Michael Cockerham

**Phone:** 01322 528617

**Email:** worldskillsuk@michaelcockerham.com

For general information about competitions please contact the WorldSkills UK contact centre:

**Free phone:** 0800 612 0742

**Email:** worldskillsuk@ukskills.org.uk

## competition description

This competition tests your skills as a professional photographer, requiring that you interpret a client's brief while demonstrating an originality of vision along with the highest standards of technical skill in both capture and output.

You will be expected to show a clear understanding of the use and control of light (either natural, artificial or mixed), tone and/or colour, and composition.

The theme of the brief is "***Inheritance***". Competitors are encouraged to interpret the theme as widely as they like, but they must decide for themselves if the "client" is to be an editor commissioning work for a magazine article (editorial brief); a commercial client commissioning images for an annual report, a website or perhaps an advertising campaign (commercial brief); or a gallery or other client commissioning work for display (art or social brief).

The competition is open for entry at two levels: **Advanced** and **Higher**

### What needs to be submitted

1. All entries **MUST** be accompanied by a completed submission form.
2. All entries **MUST** be accompanied by a written statement of not more than 500 words indicating which "brief" is being followed (either ***editorial***, ***commercial***, or ***art/social***) who the client is perceived to be and what their requirements are, how the work is to be used, and how the

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competitor believes they have met the brief. It should also state briefly whether the images were captured digitally or on film, and how the images were handled thereafter (i.e. whether self or trade processed, scanned for digital printing or hand-printed using chemistry, post-production techniques used in Photoshop or a darkroom) and how printed.

3. Entrants **MUST** submit 3 images for the Advanced competition, and 4 images for the Higher competition.
4. Entrants must submit work under the theme of their chosen brief, the theme being ***Inheritance***.
5. Prints **MUST** be at least 8" and no more than 12" on the longest side, and be individually surface or window mounted. Each print must have the entrant's name and organisation clearly marked on the reverse.
6. Each submitted print **MUST** be accompanied by a small 6" unmounted print of the straight (unmanipulated) image to assist in judging of *Technical – Output* criteria.

## Marking and assessment

Submitted work at both levels will be assessed and marked according to three basic criteria: **technical – capture** (30% of total mark), **technical – output** (30% of total mark), **aesthetics** (40% of total mark).

**Technical - Capture:** You will be marked on exposure, focus, use of depth of field, choice of lens, viewpoint, choice of media, use of light, control of light, and in-camera composition.

**Technical – Output:** You will be marked on colour balance, density, contrast, selective dodging/burning and other darkroom or post-production effects, saturation, cropping, choice of media, visual quality of prints, impact of mounting and presentation.

**Aesthetics:** You will be marked according to how well you have interpreted the theme for your chosen "client". Factors taken into consideration will include composition, usability of the images and their suitability for the "client's" needs, and originality of vision. You will be required to submit a short statement indicating which "brief" you have decided to follow, and what your objectives were in creating the images. This statement must demonstrate a clear understanding of what the "client" does and does not want (for instance, a commercial client producing literature for use in primary schools, is not likely to want images unsuitable for children, while a company manufacturing lingerie may be less

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concerned about such images), and how you feel you have met their requirements. Your statement will have an effect on the marks awarded for the aesthetic element.

## judging

A panel of judges have been drawn from industry, further education, higher education and training providers. The judges' decisions will be independently moderated and quality assured before being confirmed.

## rules

1. Only three entrants from any one organisation at each level can enter.
2. Entrants **MUST** be over the age of 16 and either studying photography with a view to a career in photography, or be working as a photographer's assistant. There is no upper age limit, however entrants must indicate whether they are students or assistants, and give full details including contacts for either their course tutor or the photographer for whom they assist, and the length of time they have been studying or assisting.
3. Copyright to all submitted images will remain with the author, however by entering the competition the author is deemed to have consented to UK Skills and/or World Skills UK reproducing the submitted image(s) in print or on the internet for the sole purpose of promoting the results of the Photography Competition, and for promoting the competition in 2009. Where practicable the author will be credited for such use.
4. All images submitted **MUST** be the entrant's own work, and entrant's must ensure that they have the appropriate model releases from any person(s) featured in their submitted images, and the necessary permissions in respect of any trademarks, designs or works of art depicted in the images.
5. It is envisaged that eight submissions from each level will be short listed for the live final, however the judges reserve the right to reduce that number if standards are deemed not to have been high enough. You will be notified by e-mail if you have been selected to attend the final.
6. The decision of the judges and independent moderators is final, and no discussion or correspondence can be entered into.

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## what happens next?

<b>Step 1</b>	Register interest
	Receive username and password via email
	Receive welcome pack via email containing: <ul style="list-style-type: none"> <li>■ How to host an in-house competition</li> <li>■ Competition dates and venues</li> <li>■ Competition rules</li> </ul>
<b>Step 2</b>	Select competitions to enter.
<b>Step 3</b>	Enter competitions & confirm competitors – enter by 28 <sup>th</sup> February 2008
	Receive receipt after entering competitions.
<b>Step 4</b>	Submit stage 1 by the submission date in the competition brief
<b>Step 5</b>	Short-listed finalists will be invited to submit work for stage 2 at the national final.
<b>Step 6</b>	Winners and selected finalists of Cultural and Creative Arts competitions will be invited to exhibit their work at the Worldskills UK Cultural and Creative Arts exhibition.
<b>Step 7</b>	All competitors will receive either certificates' of participation or winning certificates.
<b>Step 8</b>	The gold winners from the national finals will attend the UK Skills annual awards ceremony.

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