

## **(V06) Promotional Photography**

### **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 number of entries per chapter or per state.

### **Event Registration**

- Advisors register members for the event using the Membership Registration System, accessible at <http://www.bpa.org/membership/regsystem>.
- 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 November 17, 2017.
- Contestants 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**

Professionals Business Associates needs to revamp their visitor’s center publication materials. They have hired you, as a photographer, to take the photos for their promotional material “Buildings in Your HomeTown”, which will be used in brochures and flyers to promote the event. They need a photo in portrait orientation, a leading lines photo, and a photo to represent the theme “Buildings in Your HomeTown”.

### **Competencies**

#### **Business Professionals of America Essential Skills**

- Demonstrate effective written and oral communication skills
- Demonstrate critical thinking skills to make decisions and to solve problems
- Demonstrate professionalism and ethical behavior
- Demonstrate effective leadership and teamwork skills
- Conduct accurate research using various resources and methods
- Demonstrate appropriate technology concepts and digital citizenship
- Demonstrate knowledge of employability skills
- Develop products using creativity and innovation
- Demonstrate skills needed to function effectively in today's global economy
- Perform mathematical calculations

#### **Information Technology Common Standards**

- Utilize digital tools to gather, evaluate, and use information
- Demonstrate a sound understanding of technology concepts, systems, and operations
- Design and produce quality IT product/service

Business Professionals of America Workplace Skills Assessment Program

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- Explain how IT increases business productivity and effectiveness
- Demonstrate an understanding of project management concepts in IT
- Explain the key functions and applications of software
- Demonstrate an understanding of how new IT technologies influence business practices
- Demonstrate technical knowledge of the Internet
- Demonstrate knowledge of basic web page design and functioning

### **Event Specific Skills**

- 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

### **Specifications**

- Submit the [Individual Entry Form](#), all three (3) final photos and [Release Form\(s\)](#) in a combined PDF file to <http://www.bpa.org/submit> no later than 11:59 p.m. Eastern Time, on February 2, 2018.
- Note: 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 contestants, those missing contestant number 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 contestant is responsible for securing a [Release Form](#) from any person whose image is used in the production.
- Students must display their original and final photo during their presentations and may use digital presentation tools (i.e., PowerPoint) if desired or unmounted photos. Photos must be 8" x 10".
- Contestants will be assigned to sections prior to their preliminary presentation.
- For contestants who qualify, contestants' advisors will be contacted to reserve a time for a videoconference presentation before a panel of judges. E-mail confirmation will be sent to those contestants eligible to reserve a presentation time. The dates and times for presentation reservations will be announced via e-mail notification.

- The top contestants 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 <http://www.bpa.org/nlc/nationalshowcase> for more information.
- The top contestants may participate in the Virtual Event Forum for all participants and advisors.
- 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 <http://www.copyright.gov/title17/circ92.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" x 7" and final photo on 8" x 10" photo paper, dry-mounted on a board no larger than 24" x 18"
  - Photos can be mounted on the board horizontally or vertically
  - You may print in glossy or matte
  - All three (3) photos must be mounted on one board that will fit on an easel for the showcase
- Mount the photos **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 time

No more than seven (7) minutes presentation time

No more than five (5) minutes judges' questions

**Please note: Those contestants 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 \_\_\_\_\_

Team Number \_\_\_\_\_

### Technical Scoring Rubric

Contestant 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
Photo shows imagination, creativity, and originality	1-5	6-10	11-15	16-20	
Photo is sharp and well-focused	1-5	6-10	11-15	16-20	
Photo gains attention and has eye appeal	1-5	6-10	11-15	16-20	
Photo shows use of proper lighting and exposure	1-5	6-10	11-15	16-20	
Photo delivers pleasing selection and arrangement of subjects within the picture area	1-5	6-10	11-15	16-20	
Photo shows proper image manipulation techniques	1-5	6-10	11-15	16-20	
<b>TOTAL TECHNICAL POINTS (120 points maximum)</b>					

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

**Contestant Number** \_\_\_\_\_

**Presentation Scoring Rubric**

<b>Items to Evaluate</b>	<b>Below Average</b>	<b>Average</b>	<b>Good</b>	<b>Excellent</b>	<b>Points Awarded</b>
Oral presentation/stage presence/delivery	1-5	6-10	11-15	16-20	
Content of presentation	1-5	6-10	11-15	16-20	
Effectiveness of presentation	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-5	6-10	11-15	16-20	
<b>TOTAL PRESENTATION POINTS (80 points maximum)</b>					

**Specification Scoring Rubric**

<b>SPECIFICATION POINTS: All points or none per item are awarded per item.</b>	<b>Points Awarded</b>
Set-up lasted no longer than three (3) minutes	10
Presentation lasted no longer than seven (7) minutes	10
Contestant 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 (40 points maximum)</b>	

**TOTAL MAXIMUM POINTS = 240**