PHOTOGRAPHIC TECHNOLOGY

OVERVIEW

Students capture images and process photographic and digital prints that depict the current year’s published theme. Twelve (12) qualifying semifinalists participate in an on-site event in which they capture digital images and utilize multimedia software to prepare and develop a media presentation during the annual conference.

PURPOSE

Participants have the opportunity to demonstrate understanding of and expertise in using photographic and imaging technology processes to convey a message. Semifinalists record images and develop a media presentation of TSA conference activities as assigned. The current year’s theme will be posted on the TSA website under Competitions/Themes and Problems.

ELIGIBILITY

Participants are limited to one (1) individual per chapter; one (1) entry per individual.

TIME LIMITS

Entries must be started and completed during the current school year.

ATTIRE

Competition attire, as described in National TSA Dress Code (www.tsaweb.org/Dress-Code), is required for this event.

PROCEDURE

A. Participants check in their entry at the time and place stated in the conference program.

B. Entries are reviewed by evaluators. Neither students nor advisors are present at this time. A semifinalist list in random order is posted.

C. Semifinalists report to the event area at the time and place stated in the conference program.
D. Each semifinalist must have a digital camera, access to a computer with multimedia software, and a standard 15 pin VGA cable port. Semifinalists must bring two (2) blank CDs/DVDs to compete in the semifinals round of the event.

E. The event coordinator distributes to each semifinalist the description of the semifinalist assignment, specific directions, and timelines for the three (3) stages of the semifinals.

F. Semifinalists use the assigned time for the first stage in which they capture images of newsworthy conference events and activities that depict the semifinalist assignment. Any type of image typical of responsible news reporting and publication is considered appropriate.

G. Participants shoot their images, which must be appropriate for the TSA community, only at officially sanctioned conference locations, as described by the event coordinator. Teams are not allowed to shoot in sleeping rooms, restrooms, restaurants, or elevators/escalators. When the coordinator distributes the semifinalist assignment, further explanation about any additional shooting restrictions at the property will be addressed. Failure to follow shooting instructions from the event coordinator will result in disqualification.

H. Semifinalists may not disturb any event in progress, enter a restricted evaluation area, interrupt a conference function, or participate in behavior unbecoming to a national participant in any event.

I. During the second stage of the semifinals, utilizing multimedia presentation software (Microsoft PowerPoint, Keynote, Corel Presentation, Flash, etc.), each semifinalist will select images, develop a storyboard, create captions, and prepare aPhotographic Technology newsworthy presentation. Participants may not use or add music or sound to their presentation. The background color for all presentations must be either black, white, or gray (50%). Semifinalists will be allowed two and one half (2½) hours to complete the second stage of the event. Each semifinalist presentation should be stored on the participant’s memory stick and turned in to the event coordinator.

J. Semifinalist presentations in the third stage take place as noted in the conference program.

K. Upon completion of the second stage, each semifinalist will submit a CD or DVD copy of his/her finalized presentation to the event coordinator. The participant will then be assigned a presentation time.
It is essential that students and advisors routinely check the TSA website (www.tsaweb.org) for updated information about TSA general rules and competitive events. This information is found on the website under Competitions/Updates and Clarification. When students participate in any TSA competitive event, they are responsible for knowing of updates, changes, or clarification related to that event.

REGULATIONS

A. Participants submit their photographic prints and documentation materials for judging in an entry portfolio.

B. Each entry must include fifteen separate prints, with each image size no larger than 8½” x 10” or no smaller than 3” x 5”.

C. Each entry must include five (5) black and white prints, five (5) color prints, and five (5) prints of the student’s choice. Sepia tones, blue tones, or coloring of any type other than black and white will count as color prints.

D. Each entry should include a variety of prints, such as action, still life, product, portrait, special effects, groups, wildlife, landscape, etc. All special effects images submitted for judging must be the sole work of the individual participant. Examples of this type of photography include, but are not limited to, combination printing, successive printing, ghost images, sandwiching, silhouettes, etc. Each print must be labeled as to its type and special effects. Any print submitted that combines images must have the unaltered prints included in the entrant’s documentation portfolio.

E. Each print (none larger than 8” x 10”) must be processed and printed on 8½” x 11” photographic paper. All prints (regardless of portrait or landscape orientation) are to be placed allowing a 1/4” border on the two sides and across the top, leaving a 3/4” border across the bottom of the page (width) where captions will be centered and placed. Participants may choose to leave this border white, or they may use a gray or black shaded printed border, which will require an adjustment in the text coloring.

F. Prints smaller than 8” x 10” should maintain and use the same size gray or black shaded borders around the print, as specified above. If a white border/background is desired, the only concern will be the placement of the caption centered below the print. (Some pictures/prints show better with a black or grey border/background, as opposed to white.)

G. Each finished print must be be submitted in a separate page protector.
Photographic Technology

H. A description of the post-processing procedure completed for each individual print is to be placed on the back side of the print.

I. Submitted prints must be the work of one (1) student.

J. Recognizable individuals selected and pictured in prints/images must give their written consent before the prints can be used in this event. (See Photo/Film Consent and Release form below.)

K. All prints and documentation materials must be submitted at check-in. Documentation materials (comprising a “portfolio”) are required and should be secured in a clear front report cover. The first page (report cover page) must include a graphic representation of the student’s prints that have been submitted for judging. The arrangement of the prints on this graphic should mimic a full-scale display that can be viewed by the judges. All captions and descriptions should be included on this graphic. This graphic must be identified as the Cover Page Graphic File on the CD or DVD that is submitted as part of the documentation for the event. The report cover also must include the following single-sided, 8½” x 11” pages, in this order:

1. Title page with the event title, the conference city and state, and the year; one (1) page
2. Table of contents; pages as needed
3. A description of the entrant’s interpretation of the theme and justification for the selection of the various shots/images that are included in the entry; no more than two (2) pages
4. All fifteen (15) prints submitted for judging must be properly labeled with captions and placed in separate sheet protectors.
5. Each original and unaltered print must be placed in a separate sheet protector directly behind the corresponding finished print. Original prints for altered prints and multiple imaging must be placed in separate sheet protectors in the same manner, with a description of special processing attached to the back of the print.
6. All consent forms; when deemed unnecessary, include a page with a statement to verify that no consent forms are included.
7. CD or DVD, with copies of all original and finished images, as well as the Cover Page Graphic File (placed in a CD/DVD sleeve attached to a single sheet of paper)
8. List of resources and references used; pages as needed.

All prints used in Photographic Technology should be appropriate for viewing at the national TSA conference. Any entry that includes images depicting inappropriate or unacceptable behavior results in disqualification.
EVALUATION

Evaluation is based on points earned for the required images and documentation portfolio, and the three (3) stages of the semifinals during the on-site portion of the event. Scores on required images and the documentation portfolio determine the twelve (12) semifinalists. Points earned through the on-site event determine the final ranking.
STEM INTEGRATION

This event aligns with the STEM educational standards noted below. Please refer to the STEM Integration section of this guide for more information.

Science, Technology, Engineering, Mathematics

COMMON CORE STATE STANDARDS (CCSS) INTEGRATION

Please refer to the Common Core State Standards (CCSS) Integration section of this guide for more information.

PRIMARY LEADERSHIP SKILLS

Leadership skills promoted in this event:

- COMMUNICATION — Using technology, students convey a theme effectively. Suggested leadership lessons: *Fact Or Fiction* and *Promote It*
- CREATIVE THINKING — Students incorporate original ideas to depict the event theme and meet the event requirements. Suggested leadership lessons: *Color Hunt* and *Creative Techniques*
- EVALUATION — Through evaluation, students ensure that the entry is captivating. Suggested leadership lessons: *Seven Components Of Effective Evaluation* and *Silence Is Golden*

Additional leadership skills promoted in this event: decision making, ethics, organization, problem solving

TSA AND CAREERS

This competition connects to one or more of the career areas featured in the TSA AND CAREERS section of this guide. Use The 16 Career Clusters chart and the TSA Competitions and The 16 Career Clusters grid as resources for information about careers.

CAREERS RELATED TO THIS EVENT

- Advertising or public relations executive
- Graphic designer
- Photographer
- Publisher
- Sales manager
PHOTO/FILM/VIDEO
CONSENT AND RELEASE

I hereby give permission for images of my child or myself (as applicable), captured during Technology Student Association (TSA) activities through film, photo or digital camera, to be used solely for the purposes of TSA promotional materials and publications, and I waive any rights of compensation or ownership thereto.

Name of minor in images (please print)

Name of minor’s parent/guardian (please print)

Name of adult in images (please print)

Parent/guardian or adult’s signature (as applicable)

Date
PHOTOGRAPHIC TECHNOLOGY
EVENT COORDINATOR INSTRUCTIONS

PERSONNEL
A. Event coordinator
B. Assistants for check-in, two (2)
C. Evaluators for displays, two (2) or more
D. Evaluators for semifinalist entries, two (2) or more

MATERIALS
A. Coordinator’s notebook, containing
   1. Event guidelines, one (1) copy for the coordinator and for each evaluator
   2. Official rating forms
   3. List of entries with finalist report
   4. List of evaluators/assistants
   5. Pencils/pens for evaluators
   6. Notepads
   7. Semifinalist list for posting
   8. Results envelope
B. Tables for entries
C. Tables and chairs for evaluators
D. Semifinalist event information sheet
E. Event time line and presentation schedule
F. LED projector and laptop with appropriate software for semifinalist presentations

RESPONSIBILITIES
A. Upon arrival at the conference, report to the CRC room and check the contents of the coordinator’s notebook. Review the event guidelines and check to see that enough evaluators/assistants have been scheduled.
B. 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.
C. Check in the entries at the time stated in the conference program. Anyone reporting who is not on the entry list may check in only after official notification is received from the CRC chairperson. Late entries are considered on a case-by-case basis and only when the lateness is caused by events beyond the participant’s control. Requirements for attire do NOT apply during check-in.

D. Place an entry number in the lower right-hand corner of the cover of the documentation portfolio, the CD/DVD sleeve, and the labeling area of the CD/DVD. Collect entries for evaluation and secure them in the designated area.

E. One (1) hour before the event is scheduled to begin, meet with your evaluators/assistants to review time limits, procedures, and regulations. If questions arise that cannot be answered, speak to the event manager before the event begins.

F. Evaluators independently assess the entries.

G. For participants who violate the rules, the decision either to deduct 20% of the total possible points or to disqualify the entry must be discussed and verified with the evaluators, event coordinator, and a CRC manager; all must initial either of these actions on the rating form.

H. Evaluators tally and submit their signed official rating forms.

I. Prepare a list of the twelve (12) semifinalists and submit it to the CRC chairperson for posting.

J. Manage the first stage of the semifinals and distribute the description of the Photographic Technology semifinalist assignment, specific instructions, and timeline to each semifinalist.

K. Manage the second stage of the semifinals, during which time the students will prepare their presentations.

L. Collect CDs/DVDs of finished presentations, assign presentation times, and manage the third stage of the semifinals, during which time each semifinalist presents his/her media presentation to the judges.

M. Following completion of the third stage, evaluators review and determine the final rank order for the semifinalist portion of the event.

N. Evaluators discuss and break any ties.

O. Complete and submit the finalist report, which includes a ranking of the ten (10) finalists, and all related forms in the results envelope to the CRC room.

P. If necessary, manage security and the removal of materials from the area.
# Photographic Technology

## 2015 & 2016 Official Rating Form

### Photographic Technology

**2015 & 2016 Official Rating Form**

**Participant/Team ID# _________________________________**

### Documentation (150 points)

<table>
<thead>
<tr>
<th>CRITERIA</th>
<th>Minimal performance (1-4 points)</th>
<th>Adequate performance (5-8 points)</th>
<th>Exemplary performance (9-10 points)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Portfolio components</strong>&lt;br&gt;See Regulation K (X1)</td>
<td>The portfolio is unorganized, and/or three or more components or sections are missing.</td>
<td>The portfolio is generally well organized and may be missing only two components or sections.</td>
<td>The portfolio is exceptionally well organized and contains all required components.</td>
</tr>
<tr>
<td><strong>Description of theme interpretation and justification</strong> (X1)</td>
<td>The description is illogical and difficult to understand; the explanation of the theme is unclear.</td>
<td>The description is communicated, defined, and explained appropriately; the writing is adequate.</td>
<td>The description is well written, clear and concise; the interpretation and justification are engaging.</td>
</tr>
<tr>
<td><strong>Required prints</strong>&lt;br&gt;See Regulations B and C (X2)</td>
<td>Many prints are missing and not all categories are complete and identified.</td>
<td>Most prints are included, with most in each category properly identified.</td>
<td>All prints for all categories are included and correctly identified.</td>
</tr>
<tr>
<td><strong>Captions and descriptions</strong> (X1)</td>
<td>Many captions and descriptions are missing and/or placed incorrectly.</td>
<td>Most captions and descriptions are appropriate and placed correctly.</td>
<td>All captions and descriptions are appropriate and placed correctly.</td>
</tr>
<tr>
<td><strong>Lighting and special effects</strong> (X1)</td>
<td>Very few images exhibit any consideration given to lighting and special effects.</td>
<td>Most images exhibit attention given to lighting and the use of special effects.</td>
<td>All images are enhanced by attention given to lighting and the use of special effects.</td>
</tr>
<tr>
<td><strong>Composition of images</strong> (X1)</td>
<td>Very few prints indicate attention to the composition of the images.</td>
<td>Most prints exhibit some consideration of composition.</td>
<td>All prints evidence great attention to the composition of the images.</td>
</tr>
<tr>
<td><strong>Processing and finishing</strong> (X1)</td>
<td>Very poor finishing and processing qualities are exhibited.</td>
<td>Most prints exhibit appropriate processing and finishing techniques.</td>
<td>All prints exhibit excellent quality in processing and finishing.</td>
</tr>
<tr>
<td><strong>Creativity</strong> (X1)</td>
<td>There is little or no evidence of creativity in the images.</td>
<td>Most images exhibit a somewhat successful attempt at creativity.</td>
<td>All images exhibit creativity.</td>
</tr>
<tr>
<td><strong>Depiction of theme</strong> (X1)</td>
<td>The images poorly depict the theme.</td>
<td>Most of the images included relate to and depict the theme.</td>
<td>All images do an excellent job of presenting a clear and concise theme.</td>
</tr>
<tr>
<td><strong>Visual impact</strong> (X1)</td>
<td>The images do very little to provide any meaningful visual impact of the theme.</td>
<td>The images provide a somewhat successful attempt at visual impact of the theme.</td>
<td>All images provide an exemplary visual impact of the theme.</td>
</tr>
<tr>
<td><strong>Consent forms</strong> (X1)</td>
<td>Many forms are missing and/or are not organized.</td>
<td>Most forms are included and are somewhat organized.</td>
<td>All necessary forms are included and appropriately organized.</td>
</tr>
<tr>
<td><strong>Printed originals</strong> (X1)</td>
<td>Very few original prints are included, and/or they are not properly placed and identified.</td>
<td>Most original prints are included and are placed as specified, with limited identification.</td>
<td>All original prints are included and placed appropriately, with proper identification.</td>
</tr>
<tr>
<td><strong>CD/DVD – cover page layout</strong> (X1)</td>
<td>The CD/DVD does not have the necessary files or cover page.</td>
<td>The CD/DVD has a cover page and most, if not all, files are included.</td>
<td>The CD/DVD and cover page, with all of the necessary files, are included.</td>
</tr>
</tbody>
</table>

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2015 & 2016 High School Technology Activities, National TSA Conference Competitive Events Guide
# PHOTOGRAPHIC TECHNOLOGY (continued)

<table>
<thead>
<tr>
<th>Resources/References (X1)</th>
<th>Few references and resources are cited.</th>
<th>Some references and resources are cited.</th>
<th>All references and resources are cited.</th>
</tr>
</thead>
</table>

**SUBTOTAL (150 points)**

Rules violations (a deduction of 20% of the total possible points) must be initialed by the evaluator, coordinator, and manager of the event. Record the deduction in the space to the far right.

Indicate the rule violated: __________

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## Semifinalist Challenge (80 points)

<table>
<thead>
<tr>
<th>CRITERIA</th>
<th>Minimal performance 1-4 points</th>
<th>Adequate performance 5-8 points</th>
<th>Exemplary performance 9-10 points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Effectiveness in depicting theme (X2)</td>
<td>The images poorly depict the theme.</td>
<td>Most of the images included relate to and effectively depict the theme.</td>
<td>All images included do an excellent job of presenting a clear and concise depiction of the theme.</td>
</tr>
<tr>
<td>Composition of images (X1)</td>
<td>Very few prints indicate any attention to the composition of the images.</td>
<td>Most prints exhibit some consideration of the composition of the images.</td>
<td>All prints evidence a great deal of attention to the composition of the images.</td>
</tr>
<tr>
<td>Creativity in imaging (X1)</td>
<td>There is little evidence of creativity in the images.</td>
<td>Most images exhibit a somewhat successful attempt at creativity.</td>
<td>All images clearly exhibit creativity.</td>
</tr>
<tr>
<td>Captions and descriptions (X1)</td>
<td>Many captions and descriptions are incorrect or missing, and/or all are not centered, and/or the 1&quot; border has not been maintained.</td>
<td>Most captions and descriptions are correct, centered properly, and placed in the appropriate 1&quot; border.</td>
<td>All captions and descriptions are correct and appropriate, properly centered and placed in the 1&quot; border.</td>
</tr>
<tr>
<td>Lighting and special effects (X1)</td>
<td>Very few images exhibit any consideration given to lighting and special effects.</td>
<td>Most images exhibit attention given to lighting and the use of special effects.</td>
<td>All images are enhanced by attention given to lighting and the use of special effects.</td>
</tr>
<tr>
<td>Presentation (X2)</td>
<td>The media presentation is unorganized and ineffective in meeting the semifinalist challenge.</td>
<td>The media presentation is somewhat effective in its attempt to represent the semifinalist challenge.</td>
<td>The media presentation does an excellent job of meeting and representing the requirements of the semifinalist challenge.</td>
</tr>
</tbody>
</table>

**SUBTOTAL (80 points)**

Rules violations (a deduction of 20% of the total possible points) must be initialed by the evaluator, coordinator, and manager of the event. Record the deduction in the space to the far right.

Indicate the rule violated: __________

(To arrive at TOTAL score, add any subtotals and subtract rules violation points, as necessary. Check your math twice!)  **TOTAL (230 points)**

Comments:

I certify these results to be true and accurate to the best of my knowledge.

Evaluator

Printed name: ___________________________  Signature: ___________________________