



American Society of
Media Photographers

2017
pdx
squared

Shooters Packet

MAY 19 & 20, 2017



Table of Contents

Photographer Event Details	3
Gear Loans.....	3
Map	4
Timing.....	4
Schedule.....	5
Photographer Submission Checklist.....	6
PDXSQ 2017 Entry Guidelines	7
The Category Awards	8
The Craft Awards.....	10
File Naming Instructions.....	11
Judging 2017 Edition.....	13
The Seven Areas of Photographic Practice	14



Some thoughts on shooting for Portland Squared 2017

Thank you for signing up for Portland Squared 2017! This year again, you will have larger squares to work in and 4 different zones around the city. With Portland Squared, you can go out to do documentary photography or you can go out to create something yourself. We have 8 Categories Awards and 5 Craft Awards.

We encourage you to check out the Categories closely—these have been expanded from years past in an effort to give you more options on how you get to photograph. Do you want to bring a model with you? We have you covered. Take pictures of majestic old growth trees? Yes, you can. Give those a read, and start brainstorming.

Last year we introduced an exciting new part of Portland Squared: The Craft Awards. Unlike the Category Awards, your images are automatically entered just by participating. We wanted to reward Excellence in the Craft of Photography—you do your part by creating amazing images (as always) and we'll do ours by highlighting the best craft we find.

One last note: we love that we get many students and amateurs in our event—you guys are an important part of the photo community (pros— you know we love you too). We want **to strongly encourage you** all to think about the **Category Awards** and **Craft Awards** as **assignments**. Setting an intention is an important part of any process, as it often leads to unexpected discoveries. You may end up somewhere different than where you start, and that's OK.

It's up to you to ultimately decide what Category to enter when you get back to the event space—but we think that if you go out with a strong idea in mind, you'll take / find / make / create better photographs.

We're excited to see what you do.

– The Portland Squared 2016 Committee



Photographer Event Details

What should you bring? To **photograph** you'll need to bring a camera (and all the goodies that go with it: memory cards, batteries, lenses). You may also want to check out our gear sponsors: they will have cameras, lenses, lights and other gear available on a first come, first serve basis. Vendors will likely require a credit card and photo ID to check out the equipment, so bring those too.

On Saturday, you'll need a **laptop** (or iMac, etc), a **power strip**, an installed version of **Lightroom, PhotoMechanic, Photoshop** etc., a **card reader, USB thumb drive**, and any other tech you like to use to edit your images—we will support you in many ways, but you are your own tech support.

What should you know? That all depends on your level of skill. There will be orientations provided when you check-in Friday.

The basics we'll need from you are: the ability to download images from your camera; how to use Lightroom (or other) to edit your photographs; an understanding on how to rename files; how to export images to the given spec. from Lightroom, Photoshop, etc.; how to add a keyword to an image; how to save an image to a USB thumbdrive. Your POD Leader will be available to you Saturday to ask questions and to help you with all of this, but the more you know ahead of time, the more fun you'll have. We encourage you to consider the Categories and Crafts as loose assignments. Keep an eye on the time on Saturday, so you don't miss the deadline.

What should you photograph? This is up to you. You can go out and do street photography, document someone's story, illustrate a fairy tale, photograph a landscape, investigate Portland's architecture, do a fashion editorial, or hunt down the ever elusive, hard-to-define, Portlandia in the wild. You could try to do all of them, or concentrate on just one. You can walk around with just a Leica and a 28mm lens, or go out heavy with a van full of lighting gear. Show us what you have!

Gear Loans

Pro Photo Supply, Sony, Nikon, Canon, Sigma, and Olympus will be on hand with **FREE LOANER GEAR** for you to check out and shoot with. First come, first served—you'll need a credit card with a driver license to check out gear. There will be lenses, cameras, lights and other goodies! Check www.pdxsquared.com for the most current information.



Map

This year we are sticking with the expanded squares we set up last year. They still have four sides, and are LARGE! And we have created four distinct areas of greater Portland for you to play in!

Your squares are randomly assigned when you walk in on Friday.

We encourage you to do your shooting in your square. However, we understand that occasionally you may find yourself at a loss and need to look elsewhere—fear not! We have you covered. Once you have covered your initial square, feel free to expand to your neighboring squares to continue your work.

Timing

The clock starts on Friday at 5pm and stops Saturday at 5pm—all photographs need to be made within this timeline. Make sure that you give yourself enough time to get back to the event space! There's a lot to do after you take the photo. Photos are due to your POD Leader by 5pm on Saturday, NO EXCEPTIONS, with the correct naming conventions! If you take the best photos of the day, but can't make the deadline, nobody will see them.



Schedule

Friday: Doors are open from 5pm to 7pm.

All Photographers:

- Get your **name tag** then find your assigned **POD table**.
- Shooters arrive and receive their square map and schedule.
- Go through one of our rolling orientations. We will review rules, deadlines and answer your questions.
- Look over the Categories Awards and Craft Awards—consider them as loose assignments—with the knowledge that you can switch Categories at any point up until you submit.
- Check out gear from the fabulous sponsors and Pro Photo Supply.
- Get pumped.
- The Twitter/Instagram hashtag is **#pdxsq** & **#pdxsq2017** -- if you post to social media, please tag us!
- Doors close at 7pm on Friday.
- Go out and **SHOOT**.

Saturday: Doors open at 2pm; Submit deadline 5pm (no exceptions!); Judging 6-10pm

- Photographers arrive at 2pm and edit until 5pm.
- Gear return from 3:30 to 5:30
- Foodcarts serve food from 4:30 to 6:30
- Beverages served from 4:30 to 9:00
- Deadline for photo entry is 5pm, all images in YOUR POD LEADER'S HANDS.
- If you finish early put your images in YOUR POD LEADER'S HANDS.
- Make sure your images are renamed correctly. Ask your POD Leader for help.



Photographer Submission Checklist

- Did you rename your images based on the Category you are entering? Did you follow all the naming directions?
- You have a maximum of 5 Entries (**NOTE: Entering 3-5 images in *Series* counts as single entry. You may enter more than one *Series***)
- One Image = One Category. No cross entry.
- Are the images 3000 pixels on longest side?
- Are they sRGB JPEGs?
- Did you put your First and Last name in CAPTION field?
- Did you leave the TITLE field blank!!!



PDXSQ 2017 Entry Guidelines: Photographer Edition

Important Notes:

Any files that do not follow the rules (including naming conventions) will be disqualified. Images are due to your Pod Leader by 5pm. **NO EXCEPTIONS!!** Judge's decisions are final.

Key Photo Entry Information

- Each participant can submit a maximum of 5 entries.
- Each image can only be entered in one Category—no cross entries.
- All entries must be from images shot between 5PM on Friday, May 19, 2017 and 5PM on May 20, 2017 in the designated PDXSQ area.
- The photographer is responsible for correct filenaming.
- All images are automatically considered for a Craft Award—no separate entry or tagging required.

Image Quality and Size

Using Lightroom, Photoshop or other, please export renamed versions of the images with the following settings:

- Size: Long edge of image 3000 pixels
- PPI of image: 72ppi
- Colorspace: sRGB
- File Type: JPEG
- File Compression: 90% (Lightroom) or 11 (Photoshop) or equivalent.
- Keep in mind that any of your submitted images may be used for the wide format gallery at Pro Photo Supply. For this medium, they will need the highest-resolution file (RAW) at a later date. You will be contacted sometime after the event if your image(s) are needed.

Captioning

Please enter a first and last name (ex. Jane Doe) in the **CAPTION** field in the metadata of each photograph submitted. The photographer's name will not appear in the online slideshow without it. In addition, while not mandatory, filling out the metadata contact information for all images ensures that we can correctly associate the photographer with their work. Name, address, phone #, email address, weblink are suggested.



The Category Awards

These are the Categories that you can enter. We encourage you to go out and shoot with these in mind—treat them as a flexible assignment.

- 1) **Model Portrait:** *A photograph of a person or persons, who you bring to photograph. **What we mean:** a model is anyone you bring along to photograph, or that you photograph out of context. For example, if you dress someone up as a fisherman to take their picture, it belongs here. If you find a real fisherman and take their picture it belongs in **Real Portrait.***

- 2) **Creative Storytelling:** *A photograph of a created scene or tableaux. **What we mean:** In this scenario, you might be bringing models, props, or other elements into a location to create a fictional story.*

- 3) **Real Portrait:** *A documentary photograph of a person or persons in their environment. **What we mean:** The person you photograph is found in the environment, and you are photographing them as part of that environment; e.g., if you find a butcher shop and take a portrait of the butcher, the picture belongs here. If you photograph that butcher as an awesome looking fisherman, it belongs in **Model Portrait.***

- 4) **Documentary Photography:** *A photograph that truthfully portrays people, places or things. **What we mean:** This includes traditional street photography, photojournalism, news gathering, editorial and taking pictures at events. Images in this category are bound by the [NPPA Ethics code](http://nppa.org/code_of_ethics) (nppa.org/code_of_ethics). No Photoshop manipulations other than tonality, basic processing, use of B&W and cropping.*

- 5) **Urban Landscape:** *A photograph of or relating to the manmade environment.* **What we mean:** Photographing the built environment where the predominant elements and subject are manmade. If you take an amazing picture of a bridge or a building, it belongs here. If you are taking a picture of a rally that also has a bridge or building in the background, it belongs in **Documentary**. If you are taking a picture of a bird and there's an out-of-focus bridge in the background, that belongs in **Natural World**.
- 6) **Natural World:** *A photograph of or relating to the natural environment.* **What we mean:** Photographing subjects in the natural environment where the predominant elements and subject are naturally occurring. Trees, flowers, bees, and birds go here. If the bird is made of felt and is on a cowboy hat worn by a stilt walker, that belongs in **Portlandia**.
- 7) **Series of 3 to 5:** *A group of images that have an intrinsic connection.* **What we mean:** This one is different, so pay attention. A series is a set of connected images. The subject matter can come from any of the other categories. You will be judged on the images themselves and on the connection between them. The series of images should support each other and create something by that connection.
Note: a Series Entry can be 3-5 individual JPEGs or a single JPEG that combines 3-5 images. Photographers can submit more than one series.
- 8) **Portlandia:** *Keep Portland Weird—A photograph that shows the uniqueness of Portland.* **What we mean:** Portland is a wonderful and unique place. The elements that make our city different are hard to define, but you know it when you see it. We are weird, but weird with purpose. We are weird with story. We are weird with meaning. This category is a place to celebrate our story of diversity and strangeness.



The Craft Awards

Your images are automatically considered for a Craft Award—no entry required. We encourage you to go out and shoot with these in mind—treat them as a flexible assignment.

1. **Best Use of Framing:** We are looking for an excellent use of the edges of the photograph. We want to see images where the careful use of the frame has a major impact on the image itself.
2. **Best Use of Directed Light:** We want to reward the use of photographer created and/or directed light. The light could come from a strobe or the sun bouncing from a reflector. It's about demonstrating control and creativity in the use of lighting.
3. **Best Use of In-Camera Time & Motion (Blur or Stop-action):** We want to reward the creative manipulation of time in-camera. For example, using a fast shutter to freeze an action or a slow shutter to create blur.
4. **Best Use of Creative Focus:** We want to reward the creative use of in-camera focus. For example, this could be the use of selective focus to emphasize the subject in a portrait, the use of tilt-shift lenses to emphasize a building in a landscape, or the use of a Lensbaby in a way that strengthens the image.
5. **Best use of BW:** We want to reward the image that makes best use of B&W to significantly impact the image. The monochromatic tonality should reinforce the story being told by the image.



File Naming Instructions

Your camera doesn't name your images very well—in order to enter Portland Squared, your images need to be renamed so that we can keep track of them. In order for your images to be officially entered, you'll need to use this format:

All Categories (except Series)

CategoryInitial_YourLastName_YourFirstInitial_PDXSQ17_SequenceNumber.JPG

Series Category

CategoryInitial_YourLastName_YourFirstInitial_PDXSQ17_SequenceNumberSequence Letter.JPG

Example: Real Portrait Category;
1-2 entries; 2 images for Leah Nash:

RP_Nash_L_PDXSQ17_01.JPG
RP_Nash_L_PDXSQ17_02.JPG

Example: Documentary Photo Category;
1-3 entries; 3 images for Leah Nash:

DP_Nash_L_PDXSQ17_01.JPG
DP_Nash_L_PDXSQ17_02.JPG
DP_Nash_L_PDXSQ17_03.JPG

Category Initials (use without quotes)

"MP" for Model Portrait
"CS" for Creative Storytelling
"RP" for Real Portrait
"DP" for Documentary Photography
"UL" for Urban Landscape
"NW" for Natural World
"SR" for Series, 01, 02 and 03 for multiple Series Entries
"PO" for Portlandia

"EX" for Exempt (all PDXSQ Volunteers)

"EX" for Exempt (all PDXSQ Volunteers)

Example: Series Category, One;
1 entry, using "01"; 3 images for Leah Nash:

SR_Nash_L_PDXSQ17_01A.JPG
SR_Nash_L_PDXSQ17_01B.JPG
SR_Nash_L_PDXSQ17_01C.JPG

Example: Series Category, Two;
1 entry, using "02"; 4 images for Leah Nash:

SR_Nash_L_PDXSQ17_02A.JPG
SR_Nash_L_PDXSQ17_02B.JPG
SR_Nash_L_PDXSQ17_02C.JPG
SR_Nash_L_PDXSQ17_02D.JPG

Example: Series Category, Three;
1 entry, using "3"; 1 images for Leah Nash:

SR_Nash_L_PDXSQ17_03A.JPG



Captioning

Please enter a first and last name (ex. Jane Doe) in the **CAPTION** field in the metadata of each photograph submitted. The photographer's name will not appear in the online slideshow without it. In addition, while not mandatory, filling out the metadata contact information for all images ensures that we can correctly associate the photographer with their work. Name, address, phone #, email address, weblink are suggested.

Exempt

All Portland Squared 2017 POD Leaders and committee members have the option to participate but not compete for prizes. When submitting images please enter the word Exempt in the TITLE field.

Image Quality and Size

Using Lightroom, Photoshop or other, please export renamed versions of the images with the following settings:

- Size: Long edge of image 3000 pixels
- PPI of image: 72ppi
- Colorspace: sRGB
- File Type: JPEG
- File Compression: 90% (Lightroom) or 11 (Photoshop) or equivalent.
- Keep in mind that any of your submitted images may be used for the wide format gallery at Pro Photo Supply. For this medium, they will need the highest-resolution file (RAW) at a later date. You will be contacted sometime after the event if your image(s) are needed.



Judging 2017 Edition

If you are a PDXSQ veteran, you'll notice we've made a few changes—if you're new, this will be valuable information as well.

You'll be entering your images into 8 different **Category Awards**. The images in each category will be Live Judged by our 3 panelists. With successive rounds, the Judges will work their way to announcing a Best in Category Winner, who will walk away with some serious prizes from our sponsors. This will happen 7 more times.

During the initial rounds of Judging, our Judges will be nominating images to be selected for our **Craft Awards**. We created the Craft Awards to reward excellence in your photographic craft. The best part for you is that all images are already in consideration for a Craft Award—no entry required.

After the Category Winners are decided, our Judges will retire to review their nominations **for Craft Awards**. Our Judges come back and present their selections for the Craft Awards, and discuss their choices.

Our Judges are working from a combination of their experience in photography and our list of seven areas of photographic practice—we've provided that for you in this document.

The Seven Areas of Photographic Practice

We call out 7 areas of photographic practice. Please read through these—the judges will use them to guide their critique and discussion.

1. **Impact:** *a subjective emotional component.* **What we mean:** What emotions are felt? What kind of personal reaction does a viewer have? How does the image make us feel?
2. **Creativity:** *an expression of originality.* **What we mean:** Does the image tell its story in an original way? Is there a departure from what could be considered the “normal” way of making a photograph? Does it represent a different photographic viewpoint?
3. **Composition, Center of Interest and Background:** *the graphic arrangement of the elements and subjects of an image; the use of the background in relationship to the subject.* **What we mean:** Does the way various elements of the image are positioned, shown, cropped or otherwise used enhance the image? Was the photographer taking charge of the **entire frame** of the image? Was the **background** purposefully chosen? Are the borders of the image being used creatively? Does the **graphical quality** of the photograph draw the viewer’s eye to the subject(s) of the image?
4. **Color and Tonality:** *the use of color and tone with purpose. This includes the use of black and white.* **What we mean:** Has the photographer used color, tonality, color and/or black and white tonality in a way that specifically enhances the image? Does the **purposeful selection** and/or arrangement of colors, tones or BW tonality add to the story?

5. **Light:** *the use of awareness and control of light in an image.* **What we mean:** Has the photographer shown an ability to observe or create light in a particularly striking or notable way? Note: The successful use of light could be subtle and soft, dramatic and hard, and everything in between.

6. **Subject Matter:** *what is being photographed.* **What we mean:** Is the subject of the photograph compelling and interesting? Every successful photograph has a subject that is communicated clearly to the viewer. The subject can be a literal idea or a more abstract one. **Note:** *the **subject** should not be confused with **meaning**: i.e., a photograph may have a strong and clear subject, but the meaning of that subject may be open to interpretation.*

7. **Story Telling:** *the use of any or all of the above elements to create a strong sense of story within an image.* **What we mean:** Does the photograph have a story? By creatively employing the tools of photography—emotional weight, composition of the elements, color and tone, a sense of light and a strong subject—a photograph has story. Stories may be abstract or literal, subtle and nuanced, or striking and dramatic, or anything in-between.