



American Society of
Media Photographers
Oregon

2019
pdx
squared

Shooters Packet

MAY 17 & 18, 2019



Welcome! Some thoughts on shooting for Portland Squared 2019

Thank you for signing up for Portland Squared 2019! This year, there are 50 squares in 5 different zones around the city. With Portland Squared, you can go out to do documentary photography or you can create something inspired. We have 6 Category Awards and 5 Craft Awards.

We encourage you to check out the Categories closely—these have been updated from years past in an effort to give you more creative options. 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.

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 and a Runner Up, who will walk away with some serious prizes from our sponsors. This will happen for each category.

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.

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 where the magic happens.

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

We're excited to see what you do.

– The Portland Squared 2019 Committee



Map

This year we are sticking with the expanded squares but we have reduce the number down to 50 and are doubling up in each square, yes two people per square. They still have four sides, and are LARGE! And we have created five distinct areas of greater Portland for you to play in!

**Your squares are randomly assigned when you check-in
Friday between 3-5pm at Splash Studios.**

Schedule

Friday: Doors are open from 3pm to 5pm.

- Shooters arrive for registration between 3-5pm
- Get your **name tag** and note your assigned **POD COLOR**.
- Receive your **square number & map** with schedule.
- Check out gear from the fabulous sponsors and Pro Photo Supply.
- Get pumped.
- The Twitter/Instagram hashtag is **#pdxsq** & **#pdxsq19** — if you post to social media, please tag us!
- Doors close at 5pm on Friday.
- Go out and **SHOOT**.
- Questions while out shooting? Call the help desk!

Saturday: Doors open at 1pm; Submit deadline 4pm (no exceptions!); Judging 5-8pm

- Photographers arrive at 1pm and edit until 4pm.
- Group editing 1pm to 4pm.
- **Contest submission are due in at 4pm, NO EXCEPTIONS.**
- Gear return from 2pm to 4pm
- Food served from 3pm to 5pm
- Beverages served from 3pm to 8pm
- Judging starts at 5pm
- Deadline for photo entry is 4pm, 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.



File Naming Instructions

In order to enter Portland Squared, your images need to be renamed so that we can keep track of them:

KEY PHOTO ENTRY INFORMATION

- Each participant can submit a maximum of **FOUR** entries.
- Each image can only be entered in **ONE** category.
- All entries must be from images shot between 3pm on Friday, May 17, 2019 and 4pm on May 18, 2019 in the designated PDX Squared areas.
- All images are automatically considered for a Craft Award.

IMAGE QUALITY AND SIZE

- 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.

CATEGORY INITIALS

- “**UL**” for Urban Landscape
- “**DP**” for Documentary Photography
- “**SR**” for Series 01, 02 and 03 for multiple Series Entries
- “**NW**” for Natural World
- “**PT**” for Portrait
- “**PX**” for Portlandia
- “**EX**” for Exempt (Volunteers Only)

CAPTIONING

Please enter your first and last name (ex. Jane Doe) in the CAPTION field in the metadata of each photograph submitted.

FILE NAMING

All Categories (except Series)

CategoryInitial_YourLastName_YourFirstInitial_PDXSQ19_SequenceNumber.JPG

Example: Portrait Category;

1-2 entries; 2 images for Leah Nash:

•*PT_Nash_L_PDXSQ19_01.JPG*

•*PT_Nash_L_PDXSQ19_02.JPG*

Series Category

CategoryInitial_YourLastName_YourFirstInitial_PDXSQ19_SequenceNumberSequenceLetter.JPG

Example: Series Category, One;

1 entry, using “01”; 3 images for Leah Nash:

•*SR_Nash_L_PDXSQ19_01A.JPG*

•*SR_Nash_L_PDXSQ19_01B.JPG*

•*SR_Nash_L_PDXSQ19_01C.JPG*



Photographer Submission Checklist

- Did you rename your images based on File naming instructions?
- You have a maximum of **4 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!!!

Important Note:

Any files that do not follow the rules (including naming conventions) will be disqualified. Images are due to your Pod Leader by 4pm. **NO EXCEPTIONS!!** Judge's decisions are final.

Images must be created between 3pm, May 17 and 3pm, May 18th, 2019 within the designated area of the Portland Squared Map. All photo submissions must be the original creations of the entrant.



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 on Friday: 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**, an installed version of **Lightroom**, **PhotoMechanic**, **Photoshop** etc., a **card reader**, and any other tech you like to use to edit your images. If you have questions ask your POD leader or call the help desk, number is on your badge.

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 thumb drive. 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. 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've got!

What about the "squares"? Each photographer is randomly assigned a square section of Portland and has 24 hours to photograph their area. It is widely known, practiced, and taught in the photography education world that constraint is a great way to kick-start creativity. PDX Squared was created with this concept in mind and we firmly believe that both the physical and time constraints built into this event are a fantastic way to encourage amazing work.

>> We strongly encourage you to create your images only in your assigned square. Images created outside of the PDX Squared map will not be accepted. <<

Questions? Call or text the HELP DESK - Chris Onstott – 503-970-8357



The Categories

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) **PORTRAIT:** We've simplified two categories into one this year - PORTRAIT.

Whether you created the scene and brought a model or stepped into a found environment, met someone interesting, and took their photo, these will both live together in this category.

***What we mean:** This category is about people. You can dream up conceptual and/or fictional stories and characters, bring props, lights and models. Or, you can go exploring, meet people and make a portrait of them in their environment.*

- 2) **DOCUMENTARY PHOTOGRAPHY:** A photograph that truthfully portrays people, places or things.

***What we mean:** This is about documenting and telling stories visually as an observer. This includes traditional street photography, photojournalism, news gathering, editorial and taking pictures at events. See [NPPA rules](#).*

- 3) **URBAN LANDSCAPE:** A photograph of or relating to the man-made environment.

***What we mean:** Photographing the built environment where the predominant elements and subject are man-made. 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.*



- 4) **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, that belongs in PORTLANDIA.

- 5) **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 3-5 connected images. The subject matter can come from any of the other categories. You will be judged on the images themselves and also on the connection between them. The series of images should support each other and create something by that connection. Note: Photographers can submit 3-5 individual JPEGs or create a single JPEG that combines those images.

- 6) **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/Composition:** 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 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 B&W:** 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.