

PHOTOGRAPHY

PURPOSE

To evaluate each competitor's preparation for employment and to recognize outstanding students for excellence and professionalism in the field of (still) photography.

ELIGIBILITY

Open to active NYS SkillsUSA members enrolled in programs with photography as the occupational objective.

CLOTHING REQUIREMENTS

NYS SkillsUSA Business Professional

- White polo shirt (plain or with SkillsUSA or SkillsUSA NY monogram) or White dress shirt with plain black tie with no pattern or a SkillsUSA black tie, or business like white collarless shirt or white shirt with small plain collar.
- Black dress slacks (accompanied by black dress socks or black or skin-tone seamless hose) or black dress skirt (knee-length, accompanied by black or skin-tone seamless hose).
- Black leather shoes that are not backless or open toe

***Note:* Contestants must wear their contest clothing to the contest orientation meeting. Also bring #2 pencil, resume, and safety assurance form.**

DEVICES

Cell phones or other electronic devices not approved by the NYS Chairperson will be collected by the contest chair during the competition. Chairpersons will announce their acceptance by listing it on their standard or at the orientation meeting. In case of emergencies advisors should allow the competitors to take their phones to the contest areas.

If the competitor uses their device in a manner which compromises the integrity of the competition, the competitor's score may be penalized.

EQUIPMENT AND MATERIALS

This is a minimum required equipment list. Any additional accessories are acceptable and up to the discretion of the student (e.g., on-camera flash, reflector, additional lenses, etc.). The technical committee supplies systems for Printing, Portrait Studio, Troubleshooting, Color Correction and Job Interview sections. Remember that all equipment brought on the “field assignment” must be carried by the student and fit in shared bus seating (in essence, one medium to large camera bag).

1. Provided by the technical committee:
 - a. System for Printing
 - b. Portrait Studio
 - c. System for Troubleshooting and Color Correction
 - d. Judge’s supplies for Job Interview section

2. Provided by the competitor:

Note: This is a minimum required equipment list. Any additional accessories are acceptable and up to the discretion of the student (e.g., on-camera flash, reflector, additional lenses, etc.). Remember that all equipment brought on the “field assignment” must be carried by the student and fit in shared bus seating (in essence, one medium to large camera bag).

- a. One DSLR or mirrorless camera with removable lens capabilities (bridge or compacts not accepted)
- b. Minimum: two batteries with charger
- c. Minimum: two 16 GB memory cards
- d. One speedlight flash with wireless transmitter (be sure they work together)
- e. One hand-held flash meter
- f. USB card reader or camera USB cable
- g. Computer with USB and/or SD card slot (laptop preferred). Please record the school’s login password for the student.
- h. Adobe Photoshop (be sure Photoshop can open the camera’s RAW files)
- i. Two images for Print Competition (see guidelines in “Scope of Competition)
- j. One 6' multiple-outlet surge protector
- k. All competitors must create a one-page resume to submit online. See “Resume Requirement” below for guidelines. Additionally, and as part of the competition, competitors will submit a hard copy of their resume at orientation.

Note: Computers must be preloaded with fully licensed editing software and competitors must have administrative rights to the computers to implement changes if required. All software should be pre-installed and tested prior to arriving at the competition to ensure the system has permission settings to connect to the internet outside of the school’s network. Internet access may be predominately available only on a 5GHz band. Please ensure your device for the competition can connect to a 5GHz band or, if applicable, bring an appropriate 5GHz adaptor.

RESUME REQUIREMENT

Competitors must create a one-page resume to submit at orientation.

SCOPE OF THE COMPETITION

The competition is defined by industry standards. The competition is divided into two parts: a written exam testing overall photographic knowledge and skill performance.

KNOWLEDGE PERFORMANCE

All competitors are required to take the NYS SkillsUSA professional development test at orientation.

The competition will include a written knowledge exam that assesses the overall photographic knowledge through a series of multiple-choice questions.

SKILL PERFORMANCE

The competition will include a series of hands-on performance activities assessing overall photographic mechanics and techniques.

COMPETITION GUIDELINES

- Written Test:** The test has a series of multiple-choice questions that assess photographic knowledge. Topics covered include:
 - History of photography (iconic photographers and advancements in technology)
 - Exposure controls and their effects on images
 - Lens choices given a photographic situation (sports, jewelry, studio portraits, etc.)
 - General terminology
 - Photoshop tools, workflow, processes, etc.
- Field Assignment:** The assignment evaluates the competitor's creative ability and adherence to competition guidelines. Competitors are brought to an undisclosed location to capture images based on a theme chosen by the technical committee. Competitors will then choose their best images and apply global edits and light editing before producing a contact sheet for judging. Scoring is based on:
 - Technical: exposure and focus control
 - Creative: overall use of composition, lighting, impact, etc.
 - Level of editing (edits must be global in nature and must not be overdone)
 - Competitor's adherence to time limits, location, and theme
- Conceptual Assignment:** Competitors will use Adobe Photoshop to combine a minimum of three images from their chosen field assignment to produce a creative conceptual piece of art. Very few parameters are put on this competition, as it is meant to evaluate creativity.
- Digital Editing:** Competitors will be given images to manipulate in Adobe Photoshop. This competition evaluates the student's knowledge of professional editing techniques, including, but not limited to:
 - Selections and refine edge
 - Layer masks and adjustment layers
 - Green screen extractions
 - Color correction
 - Resizing layers
 - Correct naming and formatting

5. **Troubleshooting:** Competitors will be shown a series of images that have issues commonly found in today's digital processing. Competitors must correctly identify these problems from the list provided. These problems include but are not limited to:
 - a. Chromatic aberration
 - b. Barrel distortion
 - c. Aliasing
 - d. White balance
 - e. Halos
 - f. Posterization
 - g. JPEG artifacts
 - h. Parallax

6. **Print Competition:** Competitors must submit two prints produced before the competition in any category of their choice. Prints will be on public display and must *not* contain any questionable content including but not limited to drugs, sex, violence, illegal activity, etc. Prints must adhere to the following criteria:
 - a. Print size must be an 11"x14" or 10"x15"
 - b. Both prints must be mounted to a 16"x20" black foam core board (1/4" thick) with a 16"x20" black over mat
 - c. Each print must have a label placed on the back upper middle section that includes the following information:
 - 1.) Competitor number (given at the competition)
 - 2.) Cell phone number
 - d. Prints must be brought to the first orientation meeting of the competition (Tuesday, unless otherwise announced). Prints received after the meeting will receive a penalty

7. **Job Interview:** Competitors will be interviewed to assess their communication skills and overall job readiness.

Note** Some of the competition guidelines may not be used because of the shortened time allowed, but students should prepare for all the guidelines.

STANDARDS AND COMPETENCIES

P 1.0 — Apply and implement overall photographic knowledge through a multiple-choice written test

1. Identify advancements in photographic history
2. Define a variety of camera functions
3. Explain studio lighting patterns and settings
4. Define a variety of digital photographic terms and terminologies

P 2.0 — Apply the knowledge and skill needed to conduct a photographic field assignment and produce a contact sheet for judging

1. Demonstrate technical proficiency in the areas of proper manual exposure and focus
2. Demonstrate artistic ability through use of standard rules of art and design including, but not limited to rule of thirds, balance, leading lines, worm's/bird's eye, etc.
3. Demonstrate an ability to capture images that adhere to the theme of the assignment
4. Demonstrate the ability to format, edit and save the contact sheet using competition guidelines

P 3.0 — Apply the artistic techniques to manipulate multiple images in a free-form conceptual assignment

1. Demonstrate the ability to use various manipulative tools in Adobe Photoshop
2. Show an ability to adhere to competition guidelines by using the minimum number of chosen field assignment images for this assignment stated by the chairperson
3. Show a creative relationship between the elements used in the assignment

P 4.0 — Apply the knowledge and skill needed to create a standard studio portrait or commercial image

1. Show an understanding of proper lighting patterns on a subject's face in a head-and-shoulder portrait (e.g., split, Rembrandt, loop, butterfly, broad, short)
2. Demonstrate the ability to professionally light and capture a product for use in a commercial ad
3. Demonstrate correct placement of main and fill lights
4. Demonstrate correct lighting ratios by the setting of main and fill lights (i.e., main light = f/8 and fill light = f/4)
5. Demonstrate understanding of correct camera settings (e.g., white balance, ISO, aperture, shutter speed)
6. Demonstrate the ability to correctly crop the image in-camera (e.g., head/product placement, horizontal/vertical)
7. Demonstrate the ability to professionally pose a portrait subject
8. Demonstrate the ability to use creative compositional techniques in creating a commercial image

P 5.0 — Demonstrate the ability to use a variety of tools and techniques in Adobe Photoshop

1. Apply the knowledge of manipulating a digital image through various techniques, including:
 - 1.1. Change orientation of an image
 - 1.2. Change image size and/or crop
 - 1.3. Use selection tools
 - 1.4. Transform selections
 - 1.5. Create layer masks
 - 1.6. Use adjustment layers
 - 1.7. Make tonal adjustments
 - 1.8. Save and correctly name file

P 6.0 — Show the ability to identify common problems in the processing and printing of digital images

1. Apply knowledge of troubleshooting digital images by distinguishing between a series of images. Examples may include:
 - 1.1. Identify over-exposure
 - 1.2. Identify blooming
 - 1.3. Identify aliasing
 - 1.4. Identify JPEG artifacts
 - 1.5. Identify noise
 - 1.6. Identify white balance incorrect setting
 - 1.7. Identify over-sharpening
 - 1.8. Identify color-fringing
 - 1.9. Identify posterization
 - 1.10. Identify under-exposure
 - 1.11. Identify camera shake
 - 1.12. Identify barrel distortion
 - 1.13. Identify halos
 - 1.14. Identify improper gamma
 - 1.15. Identify flash synch – too fast
 - 1.16. Identify over saturation
 - 1.17. Identify perspective shift (keystoning)
 - 1.18. Identify HDR (over done)
 - 1.19. Identify parallax
 - 1.20. Identify dirty sensor
 - 1.21. Identify clogged printer nozzle
 - 1.22. Identify lens vignetting

P 7.0 — Apply the knowledge and skill to submit two portfolio prints that are consistent with the following criteria:

1. Meet required image size of 11"x14"
2. Show ability to present all prints mounted to a black 16"x20" foam core board (¼" preferred)
3. Show ability to use black over mat on each print
4. Demonstrate technical proficiency through proper exposure, focus, etc.
5. Demonstrate artistic ability through use of standard rules of art and design such as rule of thirds, leading lines, texture, and use of positive-negative space

P 8.0 — Demonstrate the knowledge skills necessary for a job interview

1. Present a resume for the interview
2. Present a digital or print portfolio of photographic work
3. Demonstrate an ability to communicate knowledge of the field of photography
4. Demonstrate soft skills necessary for the workplace