![CCa cooperative communicators association — CONNECT. CREATE. ACHIEVE.](logo)

Communications Contest 2020

Early-Bird Deadline:
January 31, 2020

Contest Deadline:
February 21, 2020

SPICE UP YOUR CREATIVITY
★ ★ ★ ★ ★
BUFFALO, NY
JUNE 1-3, 2020 CCA INSTITUTE

PHOTOGRAPHY

Photography

Photography entries will be evaluated on composition, content, technical qualities and image quality. The committee reserves the right to reassign entries to different categories.

PHOTOGRAPHY COORDINATORS:

ROBIN CONOVER
The Tennessee Magazine
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PHOTOGRAPHY ELIGIBILITY – RULES

LISTED BELOW ARE IN ADDITION TO THE CONTEST GENERAL RULES BROCHURE

Entries must have been taken or published for the benefit of a cooperative organization. Photos in all categories must be either taken by co-op employees or by freelancers hired by a cooperative to shoot specific assignments.

A co-op's own library of stock images (whether taken by employees or hired freelancers) is eligible, but not those outside independent stock agencies. This includes the Cover of the Year category.

Normal image editing and enhancement is acceptable. If the nature of the photo is changed significantly or photos have been merged, the entry should be in Category 5: Photo Illustration. Photographers are not limited in their number of entries.

Be sure to complete the entry form completely. Judges do review the caption, title and where published info as part of their understanding and review of the images.

BEST OF SHOW

Judges will select a Best of Show award recognizing the overall outstanding entry in the Photography competition.

Each category-winning photo is automatically entered for Best of Show. No separate entry is required.

ENTRY ASSEMBLY

FOLLOW GENERAL RULES FOR FORM COMPLETION

For Photography only — With the exception of Category 9, all entries should be submitted in one standard 8½x11-inch file folder with USB drive and 1 copy of the payment form.

You may save a completed entry form for each entry on the USB with the photo rather than printing off a copy of the entry form. The entry form must still be included in some form (electronic or paper).

If including the entry form electronically, be sure you have included 1 copy of the payment form with your entries.

With the exception of Category 9, DO NOT submit any printed copies of any photos or publications.

SAVING PHOTOS

Photos should be submitted as JPEG images with an image resolution of 300 DPI in the 5x7-inch to 8x10-inch photo size range. When saving photos using Photoshop, your quality level should be at least 8 or 'high." In other programs, this level is referred to as 80%.

Files should be no larger than 7MB each and should be submitted as RGB, not CMYK.

LABELING USB DRIVE

Your USB drive should be labeled with the entrant name and co-op affiliation.

Each category should have its own electronic folder, title by the name of the category (i.e. Portrait, News, etc.)

NAMING ELECTRONIC FILES

1. The category number should be first
2. Followed by the first 5 letters of the entrants last name
3. Then the beginning of the title as input on the entry form
Entire label name should not exceed 20 characters.
Example: Entrant is John Blanchard, with a category 1.Portrait entry, titled "From the Barnyard".
File name: 1BlancFromTheBarnyar

If opting to include entry form electronically, please name file name the same as photo, modifying to add "Form" to the end of the name.
File name: 1BlancFromTheBarnyarForm

In the case of multiple photos being entered in a category, please use the method above entering 1, 2 or 3, etc. after the title. All photos in that particular group should be placed in one electronic folder and labeled with the method above.

Photography
Contest Categories

1. **PORTRAIT**
   Portraits, either formal or candid, should capture a subject's personality, mood or environment. The subject may be human or a living thing such as fish, fowl, insect, mammal or livestock. The successful entry will provide the viewer with an understanding of the subject beyond a mere record of his or her likeness.

2. **SCENIC/PICTORIAL**
   Entries should emphasize the graphic, aesthetic or otherwise picturesque qualities of a landscape, structure, object or form. Composition, texture, camera angle and quality of light are elements that may distinguish the successful scenic/pictorial entry.

3. **FEATURE**
   Each photo should have a strong human interest element. This category offers photographers a place to showcase their view of life's humor and happenstance, the commonplace as well as the out of place.

4. **SMARTPHONE**
   Entry can fit into any of the previous photography categories (1 through 3) but must be taken with a smartphone.

5. PHOTO ILLUSTRATION

Entries should be photographs created to visually represent, interpret or enhance an idea, concept or editorial theme. Typically, entries include arranged, choreographed, stage directed or digitally manipulated images that accompany editorial analysis, food or lifestyle. Entries must have been published. Submit the entry in JPEG format. If graphic elements or edits alter the original photograph for use, (i.e. arrows/descriptions added to a photograph of a lineman in full safety outfit) also include the original photograph in JPEG format. If photos are a part of the entry and support the copy, (i.e.. pictures of food items on a recipe page), submit only the finished page/s.

6. PHOTO EDITING

Submit original photo and final edited photo. Winning entries will be selected based on best use of photo editing skills to enhance the original image.

7. PHOTO ESSAY OR STORY

Entries should be a series of photos organized to tell a story, convey a theme or provide deeper understanding of a topic that cannot be communicated by a single photo. Size, arrangement and sequence of photos as well as their individual content combine to make a successful photo essay. Submit a JPEG of each photo as well as a JPEG or PDF of the entire story layout in the same folder.

8. COVER OF THE YEAR

Covers will be judged on their visual merit and ability to entice readers into a publication. In addition to striking photography or illustration, entries should successfully incorporate design elements such as typography and color. Digitally altered images and the co-op's stock photographs are allowed. Covers from any cooperative periodical are eligible. Submit one JPEG image showing the complete cover of each entry.

9. BEST USE OF PHOTOS IN A PUBLICATION

Publications will be judged for the best incorporation of photographs in a cooperative periodical. Judges are looking for consistent high-quality photography and effective use of that photography from cover to cover. Include two consecutive complete issues. Submit paper copies only in their own folder.

10. PHOTOGRAPHER OF THE YEAR

One winner will be selected from this category. Judges make their selection based on a portfolio of photos submitted by the photographer that best represents the entrant's versatility and strengths. Photographers should submit five images from at least three of categories 1 to 8. If an entry is from Category 5 or 7, the photo illustration or essay submitted in JPEG format is one entry. Do not submit individual photos from these categories.

QUESTIONS? Contact the CCA Business Office by email at ccacontest@communicators.coop or call 877-326-5994 or contact Afton Holt, CCA Vice President and overall contest chair, at afton@cpostmarketing.com or 515-835-9528.