

spa Event 2010

spa Artist of the Year Image Competition

The competition will be held at Del Coronado Hotel at 9:00 am on Sunday, January 3rd. It is open to all spa studio members. All entries may either be mailed to:

Hotel del Coronado
1500 Orange Avenue
Coronado, CA 92118

ATTN: Senior Portrait Artists - Hold for Arrival

or brought to the spa Event Sunday morning by 9:00 am in order to be judged on Sunday, January 3rd. Entries will not be returned to the entrant, but may be picked up beginning Wednesday, January 6th at the Del Coronado Hotel.

This will be an open judging event..

All entries will be displayed with names and scores during spa Event 2010.

Competition Rules

1. All entries must be either a 10"x20" mounted print or in a standard folio.
2. Must be a 2009 or 2010 high school senior photographed in 2009 by a member of Senior Portrait Artists.
3. Must include the senior's name and school (see accompanying form)
4. There may not be any identifying marks, such as a signature or stamp on the front of the entry that will be viewed by the judges.
5. All images must be in good taste, appropriate for a high school senior.
6. For quality purposes, we require that you provide an image on CD of each of your entries for our final slide show (1 file per entry). Files should be in jpeg format at 300dpi with the image size at approximately 5"x11". Please name the files: *StudioNameSeniorsLastNameBoyorGirl.jpg*. (ex: SanaAntidelSmithGirl.jpg please note – no dots or dashes)
Entries without an electronic file, labeled incorrectly, or in the wrong form **will not be** included in the awards slide presentation.
7. No limits on creativity!

Competition Criteria

The following five categories will be used to judge this competition. The judges will score each category on a 1 to 10 scale (see below), which will be combined and averaged to give that judge's composition's score. The final score will be the average of all three judges.

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|---------------|--|
| 1. Lighting | 4. Composition (single image and as a whole) |
| 2. Creativity | 5. Print Quality |
| 3. Posing | |

*Each of these criteria's will be judged with the following in mind:
innovation, "hipness," style & timeliness, personality, and indicative of a senior portrait session.*

Example Score (posted on the back of each folio):

Category	Judge 1	Judge 2	Judge 3
Lighting	7.5	8.0	9.0
Creativity	9.0	10.0	8.5
Posing	8.0	7.5	8.0
Composition	8.5	8.0	9.5
Print Quality	6.0	7.0	8.0
Total	39.0	40.5	42
Average Scores	7.8	8.1	8.4
Entry Score =	(7.8 + 8.1 + 8.4 / 3)	=	8.1

Suggestions and Ideas

These are not specific to what will make a winning composition. There is not one specific layout or formula that will be rewarded. Generating new ideas that are attractive to a high school senior is the goal of this competition.

1. Multiple and different outfits
2. Number of looks and feeling
3. Numerous lighting situations
4. Attractive/Interesting subject
5. Theme

Competition Awards

- Top ten entries – girl (head-to-head, pulled from top ten scoring entries – one entry per photographer will be in the top ten)
- Top ten entries – boy (head-to-head, pulled from top ten scoring entries – one entry per photographer will be in the top ten)
- Highest scoring entry – girl
- Highest scoring entry – boy
- New Artist of the Year (top case entry score of those photographing 5 years or less)
- spa Artist of the Year (head-to-head, pulled from top five case scores)
- Judge's Choice (single image in composition or whole composition)
- Senior's Choice (judges and spa staff are eligible for this category only)

Score Key Definition

1.0 – 3.0	Below Average requires improvement in technique
3.5 – 6.0	Average average professional skill and technique
6.5 – 8.0	Excellent excellent use of imagination, skill and technique
8.5 – 9.5	Extraordinary superior excellence and imagination and creativity; superlative technique
10.0	Superior best possible use of all skills and creativity; new, fresh, unique

Rotating Judge Panel (tentative):

- (Director)
- Tina Slusser-Ley
- Nancy Emmerich
- Dan Brouillette
- Kevin Harrington

Number of Entries

Each spa Event registrant is allowed a total of 2 girl entries and 2 boy entries. There is a \$35 fee per pair entered (\$35 = 1 boy and 1 girl)

Please note: spa has the right to disqualify any entry if it does not meet our basic requirements. spa has the right to change or alter any rules of their print competition as well as disqualify any print that does not APPEAR to comply with our rules.