

GREYMOUTH PHOTOGRAPHY CLUB

AUDIO VISUAL AWARD

◆ The Caulton Cup ◆

COMPETITION RULES

1 **Competition:** The competition shall be for an Audio Visual presentation in projected images (slides or digital photographs) based on a concept or idea.

2 **Guidelines:** Based on the guidelines used by the PSNZ Honours Board –

An Audio Visual (AV) is not simply a selection of images put to music or commentary. There are three aspects to a successful AV: visuals, sound and, above all, a concept or idea.

An AV must be centred on a concept or idea. The subject matter is limited only by the photographer's imagination. It may be documentary (such as travel) or interpretation of music, prose or poetry. It could be a story (true or fictitious). It could be a personal comment on something. It could be humour. But the concept is the 'make or break' of a successful AV. It needs an introduction, a development of the idea, and an appropriate close.

The image quality must be of a consistent, good standard; sub-standard photography will stand out like a sore thumb.

The images need to be well sequenced. In any portfolio the eye needs to travel comfortably from one image to the next; nowhere is it more important than in an AV sequence. It is the progression of the images that tell the story. The author must attract the viewers' attention, sustain it, and round it off.

The manner in which the images are linked is hugely important. Varying the length of time each image is on the screen, and the way it fades into the next image, is one of the key ways to maintain interest and create mood changes in a sequence. Look for evidence of third images, that is, the different images that can be created when two images overlap, fading in and fading out.

If commentary is used, it needs to be well written and narrated.

Possibly the most important thing about music is that it not be intrusive. In a successful AV, the music will support the mood and emotion of the imagery, not draw attention to itself. Be aware that there are potential disadvantages in using well known music as images already in the mind of the viewer may not be the same as those conceived by the author of the AV.

It is generally observed that short sequences have more impact and are more likely to present a concept successfully.

3 **Number of Entries:** Entrants may submit one Audio Visual presentation.

4 **Exposure Date of Images:** Images may have been taken at any time.

- 5 **Duration:** The duration of the Audio Visual presentation must fall between 3 – 15 minutes.
- 6 **Narration:** Narration by a person (or persons) other than the photographer is allowed providing it is written by and under the direction of the photographer.
- 7 **Eligibility:** Any Audio Visual presentation previously receiving an award in this competition is not eligible.
- 8 **Judging:** Judging will be undertaken by the audience and the winner declared by vote.
- 9 **Awards:** **The Greymouth Photography Club Audio Visual Award** shall be awarded for the best Audio Visual presentation. The winner shall receive a certificate and be entitled to hold the trophy for one year.
Second and Third places shall also be awarded, the recipients each receiving certificates.