

# IRISH PHOTOGRAPHIC FEDERATION

## Handbook for IPF Audio Visual Associate Applicants

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### Introduction

The Irish Photographic Federation awards distinctions on three levels – **Licentiate**, **Associate** and **Fellow**, in ascending order. The Associate is the second of these levels.

### The Associate - Who may Apply?

The Associateship may be applied for by any photographer, whether a member of an IPF club or not, who already holds any one of the following distinctions:

- Licentiate Irish Photographic Federation (LIPF)
- Licentiate Royal Photographic Society (LRPS)
- Credit-Photographic Alliance of Great Britain (CPAGB),
- Licentiate Irish Professional Photographers Association (LIPPA)
- Excellence-Federation Internationale de l'Art Photographique (EFIAP)
- Photographic Society of America (PPSA).

### What Is Required?

A sequence or a number of sequences that have a combined running time of not less than Twelve minutes.

### Making an Application

The Associate application must be filled out online from [www.irishphoto.ie](http://www.irishphoto.ie), (Distinctions Section). The form should include:-

- the version of your name you wish to be on your Associate certificate
- the subject matter of your sequence (general or named if otherwise) i.e. Documentary, Music Interpretation /Song, Humorous etc.
- as there is only one session for Audio Visual Distinctions in October please indicate this one session date on your Associate application.
- a completed online entry form
- confirmation that the application fee has been paid
- if you have indicated that you are a member of an IPF-Affiliated club please provide written confirmation from your club confirming that you are an active member of that club (Chairperson, Secretary, Treasurer).

A Sequence or Sequences should be posted to Alan Lyons, AIPF, Hon APSI., 32 Oatfield Avenue, Clondalkin, Dublin 22, by the closing date for the National AV Championships in mid-September or you can send your sequence(s) to [alanpsi@eircom.net](mailto:alanpsi@eircom.net) using, 'https://www.wetransfer.com/.

The application fee for distinction assessment is €80 for a member of a registered club in good standing with the IPF. Non-member applications are €100. The fee may be paid through the application form using PayPal, to [ipfavgroup@gmail.com](mailto:ipfavgroup@gmail.com), or by cheque/money order/ postal order.

There is a section on the IPF website dedicated to Audio Visual distinctions. Simply click on the Distinctions menu and choose Audio Visual from the drop down menu. This holds the AV Distinction Application Form, AV Distinction Handbooks and other general information about AV Distinctions. Or you can reference the link itself: <http://irishphoto.ie/distinctions/audio-visual/>

## **Preparing your Associateship Assessment.**

### **Beforehand:**

Before submitting a Sequence for assessment, it is best to get advice on how to produce a successful Associate sequence. Ideally, attend a distinctions assessment session at the IPF Audio Visual Championships held in October each year. Join an AV Group and get a IPF AV distinctions holder to mentor you.

**The sequence** or a number of sequences should not be less than Twelve minutes in duration and can be on any subject matter or theme.

### **Presentation:**

The sequence file should bear the name of the sequence as printed on the application/identification form. All sequences will be copied to the Hard Drive for projection at the National Championships. All sequences should be standalone files and must run with no additional software requirements. Each sequence must run without software promotion slides and in full screen format. The sequence should be programmed with no 'run box', and to return to the desktop at the end.

No music credits or Logos are to appear on the screen. The Authors' name must not appear on screen.

Sequences submitted for distinctions CANNOT be entered in the IPF National AV Championships in the same year as the application for the distinction.

### **Category:**

There are no constraints on subject matter or theme, but the sequence or sequences should be cohesive and match the objective(s) set out in the written statement.

### **Written Statement:**

A written statement (max 150 words) outlining what you intended to achieve with the images is required. This statement will be read to the assessing panel. The statement must be typed and a copy should be included with both the application form and with the sequence.

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### Assessing Your Sequence

#### The Assessors:

Each Associate panel will be assessed by 3 or more assessors, all of whom will be Fellows or Associates of the IPF; RPS; PAGB or have demonstrated prior working knowledge of the medium. Success will be measured by a positive majority vote of the assessors.

Please note that the canvassing of assessors prior to an assessment session may lead to your panel being disqualified.

#### What The Assessors Will Look For:

- **Quality of Communication:** To what extent does the sequence(s) successfully communicate ideas, moods or feeling?
- **Photography:** Images are of the highest photographic standard. They will show evidence of a photographer who is confident in their ability to apply their photographic skills to realise their objective with imagination and creativity.
- **Sound:** The applicant shows evidence of sound production capabilities which use a complex mix of voice, music and relative sound to enhance their production
- **Narrative:** The applicant shows evidence of good use of narrative techniques. Their work will have a natural progression through the sequence which guides the viewer through to the ending.
- **Overall Presentation** The presentation shows clear planning on the part of the applicant. The sequences chosen are not random but fully support the written submission supplied.

#### Things to Avoid - Some Common Reasons for Failure

- Images not up to the required standard;
- Repetition of images
- Poor fades and transitions; horizons do not match up;
- Movement, including panning and zooming must be relevant and enhance the sequence;
- Poor Sound Quality;
- Music chosen is not relevant or appropriate to the mood being created or pace of sequence;
- Sequence or sequences not matching the objective(s) set out in the written statement.

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### **Comments by the Assessors:**

At the end of the Assessment of an unsuccessful application the Chairman of the assessors may ask one or more assessors to comment verbally on the panel. This is intended to help the applicant understand the rationale behind the decision. It should be realised that, as the verdict is a majority one, some assessors may be in favour and the Chairman may ask that the positive aspects of the panel be also spoken about. Please note that assessors will not discuss individual results with applicants on the day.

### **Confidentiality:**

As far as the assessors are concerned all assessments are carried out anonymously, and a candidate's name will only be announced if the assessment is successful.

### **Distinction Assessment Day:**

The assessment day for Audio Visual Associate Applicants occurs each year at The National IPF Audio Visual Championships. Details will be published on the IPF website, including application deadlines, which are generally set six weeks before the assessment date.

Associate assessments take place in front of an open audience, which will include Licentiate; other Associate and Fellowship candidates, also being assessed that day.

After the assessing of all applications has concluded, the successful candidates will be presented with certificates and Distinction pins.

### **Ratification by the IPF National Council:**

Notwithstanding the presentation of certificates and pins, in every case and at each level, a successful assessment by the assessors takes the form of a recommendation to the IPF National Council that the appropriate distinction be awarded, which must be ratified by the National Council.

### **Post Distinctions Session:**

Sequences which form all or part of a successful Associate panel may not be included in a submission for a subsequent Fellowship application.

An annual distinction holder's fee of €25, (€15 for persons over 65 years) is payable to the IPF from 1st January succeeding the successful application. A lifetime fee option of €400 is also available. Fees can be paid via Paypal on the IPF website or by mail to the IPF Treasurer.

Replacement certificates where the error is on the part of the applicant (including illegible entry forms) will be charged at €15 per copy.