

IRISH PHOTOGRAPHIC FEDERATION

Handbook for IPF Audio Visual Licentiate Applicants

Introduction

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

The Licentiate - Who may Apply?

The Licentiate may be applied for by any photographer, whether a member of an IPF club or not.

What Is Required?

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

Making an Application

The Licentiate application must be filled out online from www.irishphoto.ie, (Distinctions Section). The form should include:-

- the version of your name you wish to be on your Licentiate 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 Licentiate 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 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 using, 'https://www.wetransfer.com/.

The application fee for distinction assessment is €60 for a member of a registered club in good standing with the IPF. Non-member applications are €80. The fee may be paid through the application form using PayPal, 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/>

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Preparing your Licentiate Assessment

Beforehand:

Before submitting a Sequence for assessment, it is best to get advice on how to produce a successful Licentiate 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 distinctions holder to mentor you.

The sequence or a number of sequences should not be less than Eight 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.

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Assessing Your Sequence

The Assessors:

Each Licentiate 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 application being disqualified.

What The Assessors Will Look For:

- **Photography** Images will show evidence of a competent photographer. They are focused, correctly exposed and display a basic knowledge of composition.
- **Sound** The sound track shows a basic competence in the preparation and use of sound which forms part of the overall production
- **Narrative** The applicant shows a basic understanding of the concept of sequence presentation. Their work shows some evidence of the understanding of sequence progression.
- **Overall Presentation** The presentation shows limited evidence of cohesion. It is clear that the applicant has worked towards presenting a body of work within the AV discipline

Things to Avoid - Some Common Reasons for Failure

- Images not up to the required standard; poor lighting, bland skies, colour casts, sloping horizons; out of focus;
- Images are different size and orientation;
- Poor fades and transitions; horizons do not match up;
- Movement, including panning and zooming must be relevant and enhance the sequence;
- Poor Sound Quality; loud hiss, music changes abruptly with distracting stops and starts;
- Music chosen is not relevant or appropriate to the mood being created or pace of sequence;
- Production issues could be that the Images do not change in time with the music; use of Text not held long enough on screen or too much information; repetition of images;

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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 Licentiate 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.

Licentiate assessments take place in front of an open audience, which will include other Licentiate; 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 Licentiate panel may not be included in a submission for a subsequent Associate, or 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 is also available at €400. 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.