



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.

Applying for the Associate in Audio-Visual

The Associate is awarded to a person who,

- ✓ submits not more than three Audio-Visual sequences totalling not less than 12 minutes, accompanied by a written Statement of Intent stating what the author intended to achieve.
- ✓ That in the opinion of a group of Assessors appointed by the IPF,
- ✓ demonstrates individuality and sustained ability in photography, and in Audio-Visual presentation
- ✓ The sequences may be on a different subject matter or theme, but they must be cohesive and match the objective(s) set out the written statement.

Applications must be made on line at www.irishphoto.ie. The dates and locations of assessment sessions will be found on the website.

Who may apply for Associate Assessment?

Any person, whether a member of an IPF club or not, who already holds any one of the following distinctions may apply for Associate assessment

- 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)

AI generated images

The Associate assessment is an assessment of the applicant's photographic ability. It follows that the images in an Associate audio-visual sequence must be entirely the applicant's creation, and no part of an image in a sequence may be artificially generated. Any post processing must be done only to the original pixels in the image and not include any artificially generated elements.



Considering your panel and its content

Before submitting sequences for assessment, it is best to get advice on your sequences and how they may make up a successful Associate application, showing your advisors your intended sequences, including commentary and sound. It is advisable that applicants should attend at least one audio-visual distinction assessment session before attempting put a panel together.

Making the Application

The Associate application form must be filled online. Go to www.irishphoto.ie - Distinctions – Associate (AIPF). Please fill in all the information prompted by the form, which will include:

- ✓ the version of your name you wish to have on your Associate certificate
- ✓ the subject matter(s) of your sequences
- ✓ which session you wish to apply for (an applicant may make only one Associate submission at a time, and for only one session date at a time)
- ✓ if you are a member of an IPF-Affiliated club, the name of the club official who will confirm that you are an active member of that club (Chairperson, Secretary, Treasurer).

Email Address

Please ensure that the email address in your application form is correct, as communications sent to you, including acknowledgement of your application, will use the address supplied.

Application Fee

The application fee 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, or by Bank Transfer (the IBAN is provided in the acknowledgement email.)

Submitting your Sequences

Your sequences must be submitted to distinctions@irishphoto.ie, via We Transfer, 2 weeks before the sitting date. The total application time must not exceed 8 minutes. The images in the sequence(s) must not be less than 2000 pixels, or more than 2500 pixels on horizontal measurement.

The Assessment

Audio-Visual assessments will be by Zoom. You will be sent a Zoom invitation by the IPF host a few days beforehand. No logos, credits, or the author's name, are to appear on screen.



Requirements For an Associate Application

An application for Associate shall consist of not more than three sequences totalling not less than 12 minutes. The sequences may be on different subject matters or themes, but they should be cohesive and match the objectives set out in the accompanying written statement. The images in each sequence must not be less than 2000 pixels, or more than 2500 pixels in horizontal measurement.

- Statement of Intent (max 150 words) outlining what you intend to achieve with **each sequence** is required. The statements will be supplied to the assessors.
- Good progression in each image sequence
- Use of image changes to create “third” images / variation of the pace of each presentation
- Soundtrack appropriate to the images in the sequence

What The Assessors Will Look For:

- ✓ **Quality of Communication:** To what extent does the sequence(s) successfully communicate ideas, moods or feeling?
- ✓ **Photography:** Images must be of the highest 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 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 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 submission statement supplied.

Things to Avoid - Some Common Reasons for Failure

- Images not up to the required standard for the Associate
- 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



The Assessing Procedure

Your Associate sequences will be put before the assessors on Zoom.

The assessors will consider each sequence as whole, paying attention to photographic quality and image preparation for the sequence.

Next, the Chair will ask for a show of voting by the assessors. This will only be visible to the Chair and the Distinction Secretary. and is not a final decision. The Chair may then ask individual assessors to comment on the panel before taking a final vote, which will be decisive.

The majority decision will prevail and if it is “yes” the author’s name will be revealed. Again, that vote will be visible only to the Chair and the Distinction Secretary, nor will the “yes/no” balance be revealed. The panel has fulfilled the requirements and all successful panels are equally successful.

Comments by the Assessors:

In the event of a panel not being successful, to provide guidance to help the applicant succeed on a later occasion, an assessor will give verbal comments on why he/she feels the panel failed, while the remaining assessors will make written comments, which will be posted to the applicant shortly after the assessment sitting. The comments of individual assessors may vary from sheet to sheet.

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.

Assessors will not vote on sequences by members of their own clubs, or on sequences on which they have given specific advice. They will often give the appearance of being engaged in the examination of the panel, so as not to indicate their involvement to the other assessors.

Canvassing of assessors who will be voting is prohibited and may lead to disqualification of your panel.

Distinction Assessment Sitings

The IPF will schedule one assessment day each year. Details will be published on the IPF website, including application windows which open approximately six weeks before the assessment date, and close three weeks before that date.

Associate assessments take place before a Zoom audience, including other distinction candidates.

Successful candidates will receive certificates and pins shortly after the sitting.



Ratification by the IPF National Council

Notwithstanding the presentation of certificates and pins, in every case a successful assessment by the assessors takes the form of a recommendation to the IPF National Council that the distinction should be awarded. The National Council must ratify the award to validate it.

Annual Fees etc:

Your Associate is subject to **annual renewal fee** and if the annual fee is outstanding you may not use the letters AIPF or describe yourself as an Associate of the Irish Photographic Federation. (This does not apply to Lifetime distinction holders)

Currently, the annual distinction holder's renewal fee is €30 (€20 for persons over 65 years), payable on the 1st January following your successful Licentiate assessment.

A lifetime fee option of €400 is also available.

Annual fees may be paid on www.irishphoto.ie using PayPal, or by Bank Transfer (the IBAN is provided in the acknowledgement email.)