



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.

Who may make a Licentiate application?

Anyone, whether a member of an IPF club or not, may apply for Licentiate assessment. No prior distinction is needed.

Assessment for the Licentiate by Audio-Visual application

The Licentiate is awarded to a person who submits not more than three audio-visual sequences totalling not less than 8 minutes, which may be on different subjects, but must show,

- Good progression in the image sequence
- Good transfers from image to image in the sequence
- Harmony between the images and accompanying sound track

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

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 Licentiate application. It is advisable that applicants should attend at least one audio-visual distinction assessment session before attempting put a panel together. From time to time the IPF also runs distinction advisory sessions for this purpose.

Show your advisors your intended sequences, including commentary and sound.

Do not rush your application.

AI generated images

The Licentiate assessment is an assessment of the applicant's photographic ability. It follows that the images in a Licentiate 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.



Making the Application

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

- ✓ the version of your name you wish to have on your Licentiate certificate
- ✓ the subject matter of your sequence(s)
- ✓ which session you wish to apply for (an applicant may make only one Licentiate 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 for a Licentiate 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 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.

Presentation:

No logos or credits are to appear on screen. The author's name must not appear on screen.



Putting your application together:

The application will consist of a sequence, or up to 3 sequences, each on any subject you chose. The images in the sequence may be entirely in colour or monochrome, or may be a combination of colour and mono. Where colour and mono are mixed take care that the cohesion of the sequence(s) will not be compromised.

What the Assessors Will Look For:

- ✓ **Photography:** Images will show evidence of a competent photographer. They must be focused, correctly expose 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 evidence of the understanding of sequence progression.
- ✓ **Overall Presentation:** The presentation shows evidence of cohesion. The presentation shows 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 for the Licentiate: poor lighting, bland skies, colour casts, sloping horizons, out of focus.
- Images of 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 distraction 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



The Assessing Procedure

Your Licentiate sequence(s) will be put before the assessors on Zoom and will be assessed by three or more assessors, all of whom will Fellows of the IPF or the Royal Photographic Society.

The assessors will consider each sequence as whole while 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 Settings

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.

Licentiate 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 Licentiate is subject to **annual renewal fee** and if the annual fee is outstanding you may not use the letters LIPF or describe yourself as a Licentiate 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.)