



Introduction

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

Applying for the Associate

The Associate is awarded to a person who,

- ✓ submits a cohesive panel of 15 prints, accompanied by a written Statement of Intent stating what the panel is intended to achieve, that,
- ✓ in the opinion of a group of Assessors appointed by the IPF,
- ✓ demonstrates individuality and sustained ability in photography

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 a Associate panel must be entirely the applicant's creation, and no part of an image in a Licentiate panel may be artificially generated. Any post processing in Photoshop etc. must be done only to the original pixels in the image. Where an image is a "composite image" the component images must be the applicant's original creation, and not include any artificially generated elements.



MAKING AN 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 of your panel, which you will be required to specify from a drop-down list that will be part of your application form. (***This must be notified to ensure that your panel will be assessed by persons with specialist knowledge of your subject - see below***)
- ✓ 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).
- ✓ confirmation that not more than four images in your panel were taken in circumstances that were set up, controlled or directed by a third party
- ✓ confirmation that none of the images in your panel were included in a successful IPF Licentiate panel
- ✓ Digital copies of both your panel images and the hanging plan itself (see also page 6)

Application Fee

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

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.

PREPARING YOUR ASSOCIATE PANEL



Before submitting a panel for assessment, it is best to get advice on your images and how they may make up a successful Associate panel. If possible, attend a distinction assessment session or distinction advisory session. Show your advisors around 25 un-mounted prints, printed to the size and on the paper you intend for your panel. Print quality will be a vital element of your assessment. Do not rush your application.

THE PANEL:

An Associate application must consist of a panel of 15 prints, in colour, mono, or a combination of these. While you may mix colour and mono take care that cohesion will not be compromised. Used in a successful IPF Licentiate panel may not be included.

Print size:

Mount size must not exceed 50cm x 40 cm. The print may be any size within this area. Purely as a guide, in or around A4 size would be considered reasonable. Basically, the size chosen should be of a size to present the images to best effect and care should be taken to ensure that the prints are not so large as to compromise image quality.

Arrangement:

The prints must be presented as a cohesive panel in two rows, i.e. 7/8 or 8/7. The panel should be accompanied by a thumbnail hanging plan (A4 size is sufficient), and the reverse of each mount should be clearly numbered to match the image on the hanging plan. Details such as author's name, title, or any descriptive text must **not** be shown on the front of the mount or in the print.

Presentation:

Presentation and mounting of prints should be sympathetic with the subject matter. The prints must be mounted (frames will not be accepted). Uniform mounting helps with cohesion.

Category:

While there are no constraints on choice of subject or theme the set of 15 images should be on a theme, be cohesive, and should match the objective(s) set out in the written statement.

Statement Of Intent:

The applicant must provide a Statement of Intent (not more than 150 words) that sets out what the panel is to demonstrate. To assist applicants, and to provide as much clarification as possible, the IPF publishes guidelines on various topics such as Natural History and Travel photography. These guidelines may be downloaded from www.irishphoto.ie. The guidelines are in addition to, but not a replacement of, the matters outlined in this Handbook.

What The Assessors Will Look For:



- ✓ **Quality of Communication:** To what extent does the panel successfully communicate ideas, moods or feeling?
- ✓ **Originality:** To what extent does the panel show personal engagement with the subject?
- ✓ **Cohesion:** Is there cohesion and variety in the panel?
- ✓ **Artistic Input:** To what extent has the photographer exploited the photographic possibilities of the subject? Has there been a sensitive treatment of light, viewpoint, composition, design, perspective? Is there imagination and creativity in the images?
- ✓ **Technical Ability:** Are imagination and creativity present in the images?
- ✓ **Presentation:** Are the images blemish free? Is the mounting sympathetic and appropriate?
- ✓ **Written Statement:** The written statement sets out the rationale and projected outcome behind the panel. Does the panel deliver on this?

Things to Avoid - Some Common Reasons for Failure

- Images are not up to the required standard.
- Repetition
- Poor print quality including burnt out highlight areas.
- Lack of sharpness when correct use of sharpness would enhance the image
- Not matching written statement with the images

Confidentiality:

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 panels by members of their own clubs, or on panels 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.

Please note that the canvassing of assessors prior to an assessment session (assessors who will be voting) may lead to your panel being disqualified.

Distinction Assessment Days



There are several assessment days each year. 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 other distinction candidates and other members of IPF clubs who have come to enjoy the photography on show.

Candidates or their representatives must bring their prints to the session, at a time that will be notified to them, before judging begins. The prints must be taken away after the session.

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

The Assessing Procedure

Each Associate application will be assessed by a panel of assessors, all of whom will be Fellows of the IPF. Success will be measured by a positive majority vote of the assessors.

Your Associate panel will be put before the assessors in accordance with your hanging plan. The Distinctions Secretary will then read the Written Statement to the assessors, who will consider the panel as whole and examine the individual prints. In some instances, the assessors may rearrange prints if it is considered that this will help the panel.

Next, the Chair will ask for a preliminary show of voting cards by the assessors, for them to indicate which way they are leaning, to a yes or a no. This show will not be visible to the audience and is not an actual vote. The Chair may ask assessors to comment on the panel before taking a final vote.

The Chair will then request a final vote, again not visible to the audience. The majority decision will prevail and if it is "yes" the author's name will be revealed.

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 enclosed with the unsuccessful prints.

The comments of individual assessors may vary from sheet to sheet.

Please note that assessors will not discuss individual results with applicants on the day.

Referrals:

The assessors may conclude that the panel generally meets the required standard but is let down by a small number of (up to 2) images. In that event, the panel may be "referred", with the Chair specifying which image or images should be replaced or reprinted.

The panel will later be re-presented with the "referred" images changed and with the other prints unchanged. If the new prints are deemed to be of Associate standard and appropriate to panel as a whole the panel will succeed. In the meantime, the identity of the author will remain anonymous.

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 should be awarded, which must be ratified by the National Council

Post the Distinctions Session

Successful panels will be included in an online booklet specific to each distinction sitting. A limited number of printed booklets will also be made, and given to each successful applicant as a memento of their successful Associateship.

The images in a successful Associate or Licentiate panel may not be included in a submission for a subsequent Fellowship, application.

An annual distinction holder's renewal fee of €30 (€20 for persons over 65 years) is payable to the IPF from 1st January succeeding the successful application. A lifetime fee option of (currently) €400 is also available. Fees can be paid via Paypal on the IPF website or by mail to the IPF Treasurer.

Your Associate distinction is subject to the annual renewal fee (this does not apply to Lifetime distinction holders) 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.

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