

APJA Australian Photographic Judges Association Inc.

APJA NEWS

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Judges Association
Inc.

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President's Message

The AGM is behind us and an excellent presentation was made by our guest speaker Adrian Lowe. As a change from the presentation of past newsletters this issue and the next will include the handouts from Adrian. I particularly appreciate his support during the AGM and his kind supply of notes, the first part following in the newsletter.

Level 4 Associate Seminar commences Friday 6 August at 7:30pm – time is running out if you wish to participate.

The management committee has been busy with settling in with new members as well as finalising our 'Code of Ethics Policy'. This document is important as a tool in guiding our way forward and all members are strongly encouraged to read it.

Thanks in advance to Gary Smith for all his planning, engagement of speakers and raising presentations for the course. Also, thanks to Rob Sloane for conducting the Zoom meetings. This undertaking is valued by all concerned.

Paul Robinson

2021 Syllabus

Aug **Level 4 Seminar via Zoom**
 Friday 6th
 Friday 13th
 Friday 20th
Sept **Sunday 12th Committee and General**
Nov **Level 6 Seminar via Zoom**
 Friday 5th
 Friday 12th
 Friday 19th
 Sunday 14th EoY

Using a bit of Psychology to Critique successfully. By Adrian Lowe

(Editor's note: These notes will be spread over two issues)

Unfortunately, because generally there are far too many photographs to get through the judging or critiquing in full in the allotted time, we tend to be short in both comments and temperament, and end up scoring and not spending enough time on critiquing, which of course is what improves standards. So we end up looking like dictators pointing the finger and not being able to explain in detail.

So what I would like to do, apart from certainly giving you words and phrases to use that don't turn people off but can engage members, is to go through some ideas that will give you more ammunition that you can use to intersperse during your commentary that will engage them more and take out the tedium of repetition, particularly if you fall into the trap of "tech talk".

Now I'm sure you know all, most or some of what I'll be talking about, but it will at least serve as a reminder and may help get you away from the common points we tend to focus on. Pardon the pun.

“You catch more flies with honey than with vinegar.”

A good place to start is to have the attitude that people listen and take heed when we don't point the finger and dictate to them. Doing that brings out the inbred fight or flight response. Most people don't like to be told, even if they ask you to tell them. In particular, when their work is seemed to be put down, the shields are put up due to ego, a misplaced idea of their ability, so we are seen to be a dictator, the know it all.

Apart from that, we really don't know it all and we certainly don't always know what an individual is trying to do or is capable of, so it's useful firstly to understand what their vision was, then understanding that, we can compliment and/or suggest what brings out the vision successfully or better. And to do that, we need to have and draw on comprehensive knowledge in a lot of aspects of photography to speak with confidence and authority.

But let's go through some basics first.

1. Why do you judge photos?

- To give **scores** to Conceptual, Aesthetic and Technical aspects, for grading purposes.
- To **elevate** - to help improve skills re Conceptual, Aesthetic and Technical expertise -.

(From Snaps To ones that Pop) □ To **motivate** not deflate.

2. Obstacles in achieving that:

- Too many photos and not enough time to critique properly.
- Emphasis on judging/scoring and not critiquing.
- The audience/individual is not up to par in understanding and applying the full spectrum of skills required.
- Putting people off by dictating instead of listening/explaining.

3. General Obstacles

- Own knowledge admit, ask for input – “what do you think?”
- Too many photos – club compromise
- Written critique – Nooooo
- When all else fails – lighten it up

4. What do you need to do your job? Ammunition – a pool of resources.

A judge should be knowledgeable in as many facets of photography as an individual is able, ie Conceptual, Aesthetic and Technical – that when combined, produce that Wow factor. No matter the genre, these three are common essentials.

- **Conceptual vision** (imagination) – is recognizing or imagining what are the important and outstanding elements that you see in front of you. (Wow/Pop factor) this is the personal and subjective element of image making. The concept, vision, imaginings.
- Understanding **Aesthetics** (knowledge) – in view of that vision, how you can use the effects of light, mood, composition, angles, DOF, colour, contrast, motion etc. (Crackling) to help highlight that vision. This is where an understanding of the Psychology Of Imagery can be helpful. Some Photographers produce "that" shot sub consciously using the above mentioned..
- **Technical/Technique** - camera and editing techniques and what they can do in relation to the concept - *direct comments regarding camera settings can be used in relation to their vision because they're facts of operation, not subjective.*

You need the ability to combine all 3 to achieve that masterpiece.

A photographer was assigned to take photographs of a national park, so she decided to take them from the sky to get the best angle.

She requested permission to rent a plane and the arrangements were made. She was told to report to a nearby airport where a plane would be waiting for her.

She arrived at the airport and saw a plane warming up near the gate. She jumped in with her bag and shouted: "Let's go!"

The pilot swung the little plane into the wind and, within minutes, they were soaring through the air.

"Fly over the park and make two or three low passes so I can take some pictures," the photographer said.

"Why?" asked the pilot.

"Because I am a photographer," she responded. "And photographers take photographs."

The pilot was silent for a moment before finally he stammering: "You mean you're not the flight instructor?"

Code of Ethics Policy

Purpose: The purpose of this document is to set out the behavioural standards expected of Australian Photographic Judges Association (APJA) members, and the higher standards expected of the Committee Members. Upon joining the APJA members agree to abide by the model rules. This document articulates and promotes the ethical principles that underly the model rules of the APJA.

General: Pursuant to model rules, Division 2 subsection 19, the following behaviour is expected of all members:

- When participating in any photographic pursuit members are expected to obey all relevant legal requirements.
- All members are expected to represent the APJA in a professional manner with fairness and respecting others.
- Honesty and integrity are expected at all times when representing the APJA as well as abide by all ethical constraints.
- In the spirit of “Respect for People”:
 - Everyone is to be treated with courtesy, respect and sensitivity.
 - Bullying, harassment of any kind, discrimination of any kind, including being demeaning and coercive will not be tolerated.
 - Value members and their positive contribution.
 - Give constructive feedback when asked and where appropriate.
- Do not use any APJA communication channels or social media platforms to express hatred, criticism, abuse or any derogatory comments.
- Adhere to all policies, procedures, regulations and legislative requirements of the APJA.

Committee: In addition to the above requirements all Committee Members are expected to adhere to these additional ethical requirements:

- Discharge the duties of their office with diligence.
- In the spirit of “Respect for People”; in project reviews always indicate that there has been either a failure within training or the project process. It is never appropriate to blame the person.
- Attend all committee meetings or forward their apologies, prior to the meeting, in the event of non-attendance.
- Strive to find opportunities to improve the processes, functions and operations of the APJA in the spirit of “Continuous Improvement”.

- Pursuant to Part 5, Division 4, subsection 65 of the Model Rules declare any conflicts of interest. These conflicts may arise where a person exploits their position to obtain a personal benefit. These benefits are, but not limited to, money, status, knowledge, relationships or reputation, which puts into question their actions, judgement and/or decision-making as being unbiased. By definition, a "conflict of interest" occurs if, within a particular decision-making context, an individual is subject to two coexisting interests that are in direct conflict with each other.
- Always act with integrity and ensure that all decisions are made in the best interests of the APJA.
- Ensure that any media release does not push personal views or in any way damage APJA's reputation.
- Not accept gifts of any kind, except those awarded for judging expertise outside of the committee commitment.
- Not take undue advantage of their position on the Committee in any way to push personal views, criticisms or policy positions.

References: VAPS Code of Ethics, Australian Ethical, The Australian Psychological Society Limited, Investopedia, Wikipedia and <https://www.Club/Associationhelp.org.au/sites/default/files/resources/Sample%20Committee%20Member%20Codes%2>

The above code of ethics is effective upon issue of this newsletter and trust it provides a clear pathway for all members.

Paul Robinson
President APJA

How do you take a picture of the Little Mermaid?

Using Ariel photography. (If that doesn't work, try your shell phone.)