

CAPTURING LIFE
IN THE EAST RIDING
PHOTOGRAPHY COMPETITION 2014

GUIDELINES FOR PHOTOGRAPHERS

This photography competition focuses on **people** in the East Riding – as individuals, groups or crowds at work, rest or play. The contest is an opportunity for amateur photographers to seek out interesting activities, situations or events in typical or unusual surroundings.

Consider these issues when taking your photographs:

- Try to avoid the obvious or clichéd image. Seek out people doing things in situations that are different and might surprise viewers or look for new angles on familiar ones. Many activities take place in special and interesting surroundings. You may need to seek permission to gain access.
- Look for a fresh and interesting viewpoint by looking up, down, over, under, in, out, along, between, around, through, close-up, far away, etc.
- A well-selected detail can often say more than a general view.
- Try to capture the mood of your subjects; are they tranquil, angry, strained, cold, sad, frightened, excited, tired, hectic, etc.? How do you see them yourself? Are they repulsive, splendid, frightening, uplifting, etc.?
- Consider the lighting, weather and/or time of day: these can all affect the mood. If possible, try to return to your subject at different times to experience these effects.
- Pay attention to the way you compose your subject within the frame – it does not always have to be in the middle. Do you want a feeling of balance or imbalance?
- Digital manipulation and cropping can either enhance or damage your image. Use it to achieve your purpose, not just for its own sake. Do not lose the identity of your original subject.

TECHNICAL REQUIREMENTS

- Only digital photographs will be accepted. Entries should conform to standard file types, such as PNG or TIFF. Where photographs are submitted in a compressed format, such as JPG, a low compression ratio should be used.
- Entries should be suitable for printing up to a maximum dimension of 400 mm (16”) either landscape or portrait format at 200 dpi minimum (though ideally 300 dpi). For example, a typical image will have a minimum resolution of 2400 x 3200 pixels. Other aspect ratios including panoramic formats are acceptable at the discretion of the judges but will not be printed larger than 400 mm.
- Each participant can submit up to four entries each into the competition.

@ WORK, REST AND PLAY

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SUBMISSION PROCESS

Before entering the competition, please read the Terms and Conditions, which are provided on our website at www.eastriding.gov.uk/capturing. To enter the contest, please use the electronic form which is available on this website. When you have submitted your entry/entries online, you will be provided with a reference number. Please retain this number as it will be used to track your photograph(s).

We urge participants to enter the competition online. However, if you wish to submit your photograph(s) on digital media by post, please address the envelope for the attention of Annabel Hanson, Economic Development, East Riding of Yorkshire Council, JG 7, County Hall, Beverley, HU17 9BA. Photographs submitted on digital media by post will not be returned and proof of posting is not proof of receipt. The Council accepts no responsibility for entries that are lost, damaged or delayed in the post.