

DIVISION III

Photography Guidelines

1. Please carefully read and follow the GCA Rules, General Information and the Timetable for Exhibitors.
2. This is a juried show. Advance online registration is required between **January 2, 2017 and February 24, 2017** at www.showofsummer.org. Submit a JPEG image (1MB – 5MB in the sRGB colorspace) of the photo being entered by **February 24, 2017 (can be sent separately)**. By date of receipt, the first 20 digital registrations received per class will be accepted. From these, 8 finalists per class will be selected by a juried panel. The finalists and non-finalists will be notified by **April 1, 2017**. An exhibitor may submit only two entries in total and only one per class. If entering more than one image, please submit separate registrations for each class entered.
3. A printed photograph previously entered in any GCA, GCA Major and GCA Non-Major Flower Show may not be entered again even with slight alterations and reprinting. The same photograph may only be entered in one show at a time.
4. Each photograph must be the work of the exhibitor, under whose name it is registered. Matting, mounting and printing may be done professionally. All photographs must be 2-dimensional unless otherwise specified as mixed media. All post-production must be done before the photograph is printed.
5. Any editing at any stage must be the work of the exhibitor. This includes enhancement for color or clarity, removal of a part of the image, combining images, or distorting the original subject.
6. Photography entries are limited to subjects consistent with The Garden Club of America interests such as horticulture, floral design, gardens/landscapes, conservation and the environment, historic preservation, civic improvement and the natural world. Plant material is required where indicated on the schedule.
7. Photographs must be mounted on black foam core and may not be matted. Overall dimension of entry must be a minimum of 42" and not to exceed 60" in total perimeter measurement with the exception of Class 4. Glass and framing are not permitted.
8. Each entry must have the entry form (included in this schedule) affixed to the back of the photograph mounting with the exhibitor's name, garden club, zone, email, address, phone number and class entered. The top of the photograph must be indicated. Please provide a duplicate copy of each completed entry form.

9. The division chairman will provide an entry card to be staged with each photograph. The information for that card will be taken directly from the details provided in the entry card affixed to each photo. Identification of plant material is encouraged but not required unless specified in a particular class.
10. An exhibitor may include a title or brief statement (not to exceed 25 words) on the Entry Form. This statement will be displayed on the show entry card accompanying the photo. Note that a Statement of Intent is required for classes 1, 2 and 5.
11. Photographs will be hung against a background color or surface TBD.
12. Finalists' printed photographs must be received no later than **May 12, 2017**. Send photographs to Shelley Galloway, 358 Madison Avenue, Glencoe, IL 60022. Receipt of your photograph will be acknowledged. For information, contact Shelley Galloway at 847-772-9358 or flowergenius@gmail.com.
13. All photographs will be passed by the photography committee to verify that class specifications have been met. If a photograph is not passed, the exhibitor will be notified and allowed, if time permits, to send a replacement photograph.
14. Only the photography committee may reclassify an entry, but only with the permission of the exhibitor. The photography committee and/or the judges may subdivide a class.
15. If a photograph is to be returned, please include a \$12 check (payable to Shelley Galloway) to cover return postage and handling. Please do not enclose stamps, UPS labels, or postage meter strips. If return envelope and check are not included, it will be assumed that the image will not be returned. **The exhibitor must provide a self-addressed return label, envelope and packing material.** Recommended: Use two 15" X 19" bubble wrap envelopes. (Smaller envelopes are too tight to easily get images in and out with their various wrappings.) Please do not use boxes. Wrap your mounted or matted image between 2 suitable pieces of foam core (this is very light) or non-bendable cardboard, which will be reused for return. Place wrapped image and folded self-addressed return envelope inside the mailing envelope. Any award received will be noted on the back of the mount before it is returned.

The scale of points by which the classes are to be judged.

For judging Creative Techniques classes:

Creativity	30
Composition	20
Technical Skill	25
Conformance/Interpretation	10
Distinction	<u>15</u>
Total	100

For judging all other classes:

Creativity	25
Composition	25
Technical Skill	20
Conformance/Interpretation	20
Distinction	<u>10</u>
Total	100

16. A follow-up letter or email will be sent to all photography exhibitors listing the results of the Photography Division.