



Planting Seeds of Change

A Photography Show

Presented by Des Moines Founders Garden Club

Zone XI Meeting

September 26 - 27, 2018

Des Moines Founders Garden Club
Member of the Garden Club of America

Presents

Planting Seeds of Change

A Photography Show

September 26 – 27, 2018

Greater Des Moines Botanical Garden
909 Robert D. Ray Drive
Des Moines, Iowa 50309

Open to the public

Thursday, September 27, 2018, 10 am – 8 pm
Friday, September 28, 2018, 10 am – 5 pm
Saturday, September 29, 2018, 10 am – 4:30 pm

The purpose of The Garden Club of America
is to stimulate the knowledge and love of gardening; to share
the advantage of association by means of educational meetings,
conferences, correspondence and publications; and to restore, improve and
protect the quality of the environment through educational programs and action
in the fields of conservation and civic improvement.

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TIMETABLE FOR EXHIBITORS

January 20, 2018	Registration opens for Zone XI Members
August 15, 2018	Photography registration deadline
August 31, 2018	Photography entries accepted and passed

PHOTOGRAPHY SHOW TIMES:

Wednesday, September 26, 2018, Greater Des Moines Botanical Garden

9 am	Judges and Clerks briefing
9:15 am – noon	Judging of Photography Show

Thursday, September 27, 2018, Greater Des Moines Botanical Garden

10 am – 8 pm	Show open to the public
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Friday, September 28, 2018, Greater Des Moines Botanical Garden

10 am – 5 pm	Show open to the public
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Saturday, September 29, 2018, Greater Des Moines Botanical Garden

10 am – 4:30 pm	Show open to the public
4:30 pm	All entries are removed

PHOTOGRAPHY SHOW COMMITTEE

Zone Meeting Co-Chairmen

Julie Taylor	julieanderson6018@gmail.com	(515) 494 1692
Tracy Wheeler	ctwheel@aol.com	(515) 240 5508

Club President

Cynthia Wanamaker	c.wanamaker@mchsi.com	(515) 321 0768
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Photography Division Chairmen

Mary Holtze	holtzmary@gmail.com	(515) 229 5632
Kathleen Jones	kathleenjones.gfi@gmail.com	(515) 669 4854

Awards

Mary Holtze	holtzmary@gmail.com	(515) 229 5632
Kathleen Jones	kathleenjones.gfi@gmail.com	(515) 669 4854

Class Consultant

Mary Holtze	holtzmary@gmail.com	(515) 229 5632
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Judges and Clerks

Mary Holtze	holtzmary@gmail.com	(515) 229 5632
Kathleen Jones	kathleenjones.gfi@gmail.com	(515) 669 4854

Passing

Mary Holtze	holtzmary@gmail.com	(515) 229 5632
Kathleen Jones	kathleenjones.gfi@gmail.com	(515) 669 4854

Printing

Emily Hicklin	emily.hicklin@ega.com	(515) 371 1132
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Publicity

Tracy Levine	akatracy3@aol.com	(515) 282 5977
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Registration for Photography

Kathleen Jones	kathleenjones.gfi@gmail.com	(515) 669 4854
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Schedule

Mary Holtze	holtzmary@gmail.com	(515) 229 5632
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Signage/Graphics

Emily Hicklin	emily.hicklin@ega.com	(515) 371 1132
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Staging

Mary Holtze

holtzmary@gmail.com

(515) 229 5632

Kathleen Jones

kathleenjones.gfi@gmail.com

(515) 669 4854

Treasurer

Marian Riggs

marianriggs2@gmail.com

(515) 229 3712

GCA RULES

1. Please carefully read and follow GCA Flower Show Rules, General Information and Division Guidelines. All rules as stated in *The Garden Club of America Flower Show and Judging Guide*, July 2016 Edition, shall apply.

2. All plant material must be correctly identified with the botanical and common names, if possible. Accepted references for nomenclature are:

AHS A-Z Encyclopedia of Garden Plants

The Plant List at <http://www.theplantlist.org/>

International Plant Names Index at www.ipni.org or

<http://www.internationalplantnames.com>

Plant Systematics at <http://www.plantsystematics.org/>

Search the RHS Horticultural Database at <http://apps.rhs.org.uk/horticulturaldatabase/>

3. Entries in Photography are required to include plant material.

PHOTOGRAPHY GUIDELINES

1. Please carefully read and follow the GCA Rules, General Information and the Timetable for Exhibitors.
2. An exhibitor may make only one entry per class but may enter all classes. Registration is open to GCA Zone XI members beginning January 20, 2018. Advance registration is required by August 15, 2018, using the registration form at the back of this Schedule. Registrations and acceptance will be acknowledged upon receipt. Registrations may be mailed to Kathleen Jones, 665 48th Street, Des Moines, IA 50312, or emailed to kathleenjones.gfi@gmail.com.

Each Zone XI Garden Club is required to submit one entry in any Photography Class.

3. If forced to withdraw, an exhibitor must notify the division chairman and/or class consultant and find a substitute unless there is a waiting list for the class.
4. A photograph previously entered in any GCA, GCA Major and Sanctioned Non-Major GCA 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.
5. Each photograph or video must be the work of the exhibitor under whose name it is registered. In manipulated photographs or video, any added imagery must be the work of the exhibitor. Commercial overlays and textures are allowed. Matting, mounting and printing may be done professionally. All post-production must be done before the photograph is printed.
6. 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.
7. Photography and video 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 in photographs and videos.
8. Photographs must be mounted on black foam core, no borders or over matting. Overall dimension of entry must be a minimum of 36" in total perimeter measurement and must not exceed 50" in total perimeter measurement. Glass and framing are not permitted.

9. Video must be submitted in a .mov, .mp3, or .mp4 format compatible with Quick Time. A link will be sent to accepted registrants to direct their electronic submission. Alternatively, a USB drive or DVD containing the video file can be mailed.

10. Each entry must have the entry form (found at the back of 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.

If submitting a video file electronically, send the entry form to the same link. If submitting a video by USB drive or DVD, include a printed copy of the entry form.

11. The Division Chairman will provide an entry card to be staged with each photograph or video.

12. An optional title or brief statement may be included on the entry form not to exceed 20 words.

13. Photographs will be hung against a black background. Video will be displayed in a digital frame with all entries played in a continuous loop.

14. Photographs and video files must be received no later than August 31, 2018. Send photographs, USB drives or DVDs to Kathleen Jones, 665 48th Street, Des Moines, IA 50312, or send video files electronically to the link provided with acceptance of the registration. Your registration will be confirmed and receipt of your photograph or video will be acknowledged. For information, contact Kathleen Jones, kathleenjones.gfi@gmail.com or (515) 669 4854.

15. All photographs and video will be passed by the photography committee to verify that class specifications have been met. If a photograph or video is not passed, the exhibitor will be notified and allowed, if time permits, to send a replacement photograph.

16. 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.

17. To support the best intentions of photographers, only (age and otherwise) appropriate images of a child or children should be submitted to, passed and exhibited in the Photography Division and published in *focus*.

18. If a photograph or USB drive or DVD is to be returned, the exhibitor must provide a self-addressed return label, envelope, and packing material. Any award received will be noted on the back of the mount before it is returned.

Use two 15" X 19" bubble wrap envelopes. Smaller envelopes are too tight to get images in and out easily 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.

POSTAGE: Please include a \$10 check, payable to Des Moines Founders Garden Club 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.

19. The scale of points by which the Classes I – IV are to be judged.

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

20. The scale of points by which Class V is to be judged.

Technical 30

In filming the video, the subject material must be captured and recorded resulting in quality imagery. Color in the video must be "clean" and deliberate, i.e. it can be an essential element used to enhance the interpretive aspect of the work. Evidence of an unsteady hand should be absent in the filming. If sound is incorporated in the video, it should be clear, crisp, and purposeful in an inoffensive audio range that will contribute to the interpretive aspect.

Interpretive 30

The video must communicate a message, a metaphor, a theme, an issue, moments of delight, beauty, etc. How well does the entrant's submission reflect the class requirements?

Movement through Time 30

The 30-second video must be a seamless process uniting an introduction, highlights, and the conclusion. An abrupt ending should be avoided unless it is essential to the video message.

Principles of Design 10

There is evidence that the Principles of Design are understood and are incorporated in the video.

Total 100

For information or questions, contact a member of the Des Moines Founders Garden Club Committee for the Zone XI Photography Show.

Mary Holtze

holtzmary@gmail.com
(515) 229 5632

Kathleen Jones

kathleenjones.gfi@gmail.com
(515) 669 4854

TIMELINE

January 20, 2018

August 15, 2018

August 31, 2018

September 26, 2018

Registration opens for Zone XI members

Registration Deadline

Photographs and Videos Due

Photography Show Judging

PHOTOGRAPHY CLASSES

Schedule of Classes

CLASS I **PLANTING** Color 6 entries

Photos should suggest evidence of the planting process. This theme calls for the depiction of the progress, stages, or preparations for planting. Photo possibilities include a garden, farm field, or container/terra cotta pot. Garden tools and the presence of humans may be incorporated. If possible, identify the plant material in the photo.

CLASS II **SEEDS** Color 6 entries

Seeds are the theme of this photo class. The photo can be any of the following: seed arrangements, seed germination, seed heads, unique seed forms, or a close up of a particular seed. If possible, identify the seeds in the photo.

CLASS III **CHANGE** Color 6 entries

Photos in this category should depict change that occurs in nature. The change can be man-made or natural. Two possibilities are evidence of plants straddling two seasons or different stages of a plant's life cycle. Or consider environmental reconfiguration, erosion, landforms, and water quality. If possible, identify the plant material in the photo.

CLASS IV **GUIDED GROWTH** Black and White 6 entries

Plant survival and growth has evolved in response to the environment and human needs. Some of this change has been random in nature while other modifications have been directed by human manipulation in a controlled setting. The alteration of seeds by humans runs parallel to architects creating purposeful designs in response to human necessities.

A photographed architectural element is required for this class. Plant material or natural surroundings with the building's focal point are also required. Digital manipulation of the photo is permitted.

CLASS V

A MATTER OF TIME

Color Video

6 entries

Record a 10- to 30-second video of movement in nature. It can be time lapse or regular time motion. Video topics may include, but are not limited to seeds blowing, weather in motion, pollinators on flowers, man's activity in the environment, (pollution, destruction, waste, beauty, preservation, renewal).

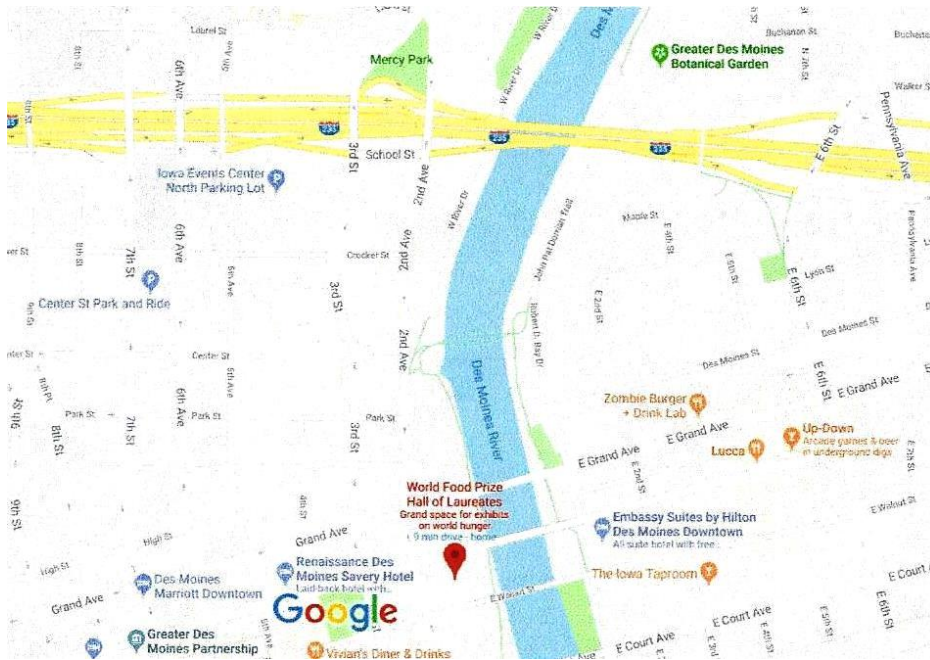
Video files should be in a .mov, .mp3, or .mp4 format compatible with Quick Time. A link will be sent to accepted registrants to direct their electronic submission. Alternatively, a USB drive or DVD containing the video can be mailed. Sound is optional. Digital manipulation is permitted.

Division III Photography Class Consultant: Mary Holtze, holtzmary@gmail.com, (515) 229 5632

Note: Photography has a registration form and an entry form. The entry form is to be submitted with the entry attached to the photograph or submitted with the video.

MAP TO THE PHOTOGRAPHY SHOW

World Food Prize Hall of Laureates
100 Locust Street
Des Moines, IA 50309



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Des Moines Founders Garden Club
Garden Club of America
Zone XI Meeting

Photography Registration Form

Please complete one Registration Form per entry.

Registration Deadline: August 15, 2018

Send to: Kathleen Jones
665 48th Street
Des Moines, IA 50312
OR
Email to: kathleenjones.gfi@gmail.com

Please print.

Date: _____

Name: _____ Garden Club/Zone: _____

Address, City, State: _____

Tel: _____ Fax: _____ Email: _____

Class Number

Class Title

1st Choice: _____

2nd Choice: _____

Novice? Yes [] No []

A novice is an individual exhibitor who has not won a first place ribbon or a GCA Special Award in Photography in GCA Flower Show, GCA Major Flower Show or Sanctioned Non-GCA Major Flower Show. If your novice status changes before the date of this show, please notify the division chairman or class consultant.

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▲TOP▲

Photograph Entry Form

▲TOP▲

Photograph Entry Deadline: August 31, 2018

Please complete one Entry Form per **Photograph**. Affix the form to the back of the mounting.

Send photograph to: Kathleen Jones, 665 48th Street, Des Moines, IA 50312

Please print.

Class Entered: _____ Email: _____

Name: _____ Garden Club/Zone _____

Address, City, State, Zip: _____

Tel: _____

Identifiable Plant Material (optional): _____

Title or brief statement (optional): _____

Novice? Yes []↑ No []

A novice is an individual exhibitor who has not won a first place ribbon or a GCA Special Award in Photography in a GCA Flower Show, GCA Major Flower Show or Sanctioned Non-GCA Major Flower Show. If your novice status changes before the date of this show, please notify the division chairman or class consultant.

Return postage and packaging have been provided: Yes [] No []

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Garden Club of America
Zone XI Meeting

▲TOP▲

Video Entry Form

▲TOP▲

Video Entry Deadline: August 31, 2018

Please complete one Entry Form per **Video**.

HOW TO SUBMIT VIDEO FILES:

Accepted registrants will be sent a link by which to submit the video file electronically. A completed copy of this Entry Form should be sent with the video file.

OR

A USB drive or DVD with this Entry Form may be mailed to:
Kathleen Jones, 665 48th Street, Des Moines, IA 50312

Please print.

Class Entered: _____ Email: _____

Name: _____ Garden Club/Zone _____

Address, City, State, Zip: _____

Tel: _____

Identifiable Plant Material (optional): _____

Title or brief statement (optional): _____

Novice? Yes []↑ No []

A novice is an individual exhibitor who has not won a first place ribbon or a GCA Special Award in Photography in a GCA Flower Show, GCA Major Flower Show or Sanctioned Non-GCA Major Flower Show. If your novice status changes before the date of this show, please notify the division chairman or class consultant.

Return postage and packaging have been provided: Yes [] No []