



PHOTOGRAPHY

*Missouri Competitive Event
Fall Leadership Conference*

PHOTOGRAPHY, an individual event, recognizes members for their ability to capture and present a portfolio of five (5) impactful and creative photographs that highlight the competitor's interest in one of the six career pathways aligned with FCCLA.

ELIGIBILITY & GENERAL INFORMATION

1. Each chapter may submit three (3) entries in each level of this event. Entries will be available on a first-come, first-served basis. The conference facility and schedule will determine the number of entries.
2. Participation is open to any fully affiliated FCCLA member in grades 9 and up.
3. Participants must be registered for the Missouri Fall Leadership Conference.
4. Spectators are not allowed.
5. Presentations may not be recorded or photographed during competition except by official Missouri FCCLA photographers.

CAREER PATHWAYS ALIGNMENT					
Visual Arts & Design	Hospitality & Tourism	Financial Services	Education & Training	Human Services	Public Service
✓	✓	✓	✓	✓	✓

EVENT LEVELS			
Level 1: Through Grade 8	Level 2: Grades 9-10	Level 3: Grades 11-12	Level 4: Postsecondary
	✓	✓	✓

GENERAL INFORMATION			
Number of Participants per Entry	Prepare Ahead of Time	Equipment Provided for Competition	Competition Dress Code
1	Photography Portfolio File folder	Table – Yes Wall space – No Supplies – No	Missouri FCCLA Official Dress

PRESENTATION ELEMENTS ALLOWED								
Audio	Easel(s)	File Folder	Flip Chart	Portfolio	Props/Pointers	Skits	Presentation Equipment	Visuals
	✓	✓		✓				✓

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COMPETITION PROCEDURES & TIME REQUIREMENTS

TIME	ALL LEVELS
Participants must attend an event orientation where they will be given a brief overview of the event.	
5 minutes	The participant will have five minutes to set up their portfolio display. Other persons may not assist.
10 minutes	Room consultants and evaluators will have ten minutes to preview the portfolio before the presentation begins. Evaluators evaluate photos based on composition, quality, image effectiveness and technical specifications.
10 minutes	The oral presentation may be up to ten minutes in length. A one-minute warning will be given, and the participant will be stopped at ten minutes.
5 minutes	Following the presentation, evaluators will have five minutes to interview the participant.
10 minutes	Evaluators will have up to ten minutes to use the rubrics to score and write comments for the participant.
Total Time: 40 minutes	

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SPECIFICATIONS

EVENT FORMAT	
Photography Portfolio	The photography portfolio will be a collection of five original photos that tell a cohesive and compelling story about the selected FCCLA Career Pathway. The portfolio must contain five (5) attention-grabbing images of varied subjects shot from a variety of vantage points utilizing a diverse range of photographic compositional techniques. The portfolio must provide an informative and engaging visual overview of a single self-selected career pathway. For each photo, the final edited photo as well as the original photo without editing must be present.
SPECIFICATIONS	ALL LEVELS
Career Pathway	Select one of the following FCCLA Career Pathways to showcase in the photography portfolio: Human Services, Public Service, Financial Services, Hospitality & Tourism, Education & Training, Visual Arts & Design.
Composition	Effectively utilize photographic compositional elements and principles of design, taking into consideration placement and posing of subject, vantage point, light source, framing, simplicity, etc.
Image Quality	The following elements should enhance the photos: Exposure, focus and depth of field, color and/or grayscale, image editing and processing.
Creativity, Emotional Impact & Overall Effectiveness	Use photography to demonstrate a highly creative and original approach to the photographic challenge, creating a strong emotional response from the viewer.
Technical Specifications	Photos should be 5"x7" in size with a matte finish and may be color or black-and-white. Both the original, raw image and the edited, final image should be printed accordingly and included in the portfolio.

EVENT FORMAT	
File Folder	The file folder will contain the following items and will be labeled in the top left corner with the name of the event, event level, participant's name, and chapter. ✓ Appropriate model release forms for all subjects photographed. ✓ Proper documentation and/or approval for any trademarks, logos or intellectual property not created by the competitor.
SPECIFICATIONS	ALL LEVELS
Model Release Forms	Submit a signed and dated <i>Model Release Form</i> for all subjects photographed. The <i>Minor Model Release Form</i> should be submitted for all minors photographed and should include a signature by both the minor and a parent or legal guardian.
Documentation for Unoriginal Work	Any trademarks, logos, intellectual work, or other artwork pictured in photographs should include proper documentation and/or approval for the owner.

EVENT FORMAT	
Oral Presentation	The oral presentation may be up to ten minutes in length and is delivered to the evaluators. The oral presentation should explain the specifics of the project. Evaluators will have the opportunity to ask questions after the presentation.
SPECIFICATIONS	
	ALL LEVELS
Organization/Delivery	Deliver an organized and sequential oral presentation.
Photographic Equipment Image Editing & Tools	Describe the photographic equipment used for the project and explain the reasoning for selecting that equipment. Describe the image editing and processing tools used for the project and identify how these tools were used to enhance the overall effectiveness of the images.
Principles & Elements of Design	Describe the principles and elements of design and composition used in the completion of the project and how those principles and elements enhance the overall effectiveness of the images.
In-Camera Decisions Image Quality Elements	Describe the in-camera decisions made during the project's photo shoot(s) and identify how those decisions enhance the overall effectiveness of the images. Describe the image quality elements (exposure, focus, depth of field, color, etc.) used in the completion of the project and how those elements enhance the overall effectiveness.
Creative Decisions	Describe the creative decisions made throughout the project and clearly identify how those decisions enhanced the overall effectiveness of the images.
Relationship to Career Pathway	Describe the relationship of the photos to the chosen Career Pathway.
Voice	Speak clearly with appropriate pitch, tempo, and volume.
Body Language and Dress	Use appropriate body language including gestures, posture, mannerisms, eye contact, and appropriate handling of notes or note cards, if used. Attire must be the required Missouri FCCLA official dress.
Grammar/Word Usage/Pronunciation	Use proper grammar, word usage and pronunciation.
Responses to Evaluator's Questions	Provide clear and concise answers to evaluators' questions regarding the project.

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POINT SUMMARY FORM

Participant Name: _____ Level: _____

Chapter: _____ Team #: _____ Station #: _____ Presentation Time: _____

1. Make sure all information at the top is correct. If the participant does not show, write "No Show" across the top and return with other forms.
2. At the conclusion of scoring, verify evaluator scores and fill in information below. Calculate the final score and ask for evaluators' verification. Place this form in front of the completed rubrics and staple all items related to the participant together.
3. At the end of competition, double check all scores and participant information to ensure accuracy.
4. Check with the Event Consultant or Missouri FCCLA Staff if there are any questions regarding the evaluation process.

ROOM CONSULTANT CHECK				POINTS
Check-In 0 or 5 points	0 Did not arrive on time for participant check-in	5 Arrived on time for participant check-in		
File folder and Supplies 0-5 points	0 Did not bring any required materials	1 2 3 4 Missing multiple pieces of required materials	5 Brought all required materials per participant	
Dress Code 0 or 5 points	0 Dress code was not followed	5 Dress code was followed		

EVALUATORS' SCORES

Evaluator 1: _____ Initials: _____
 Evaluator 2: _____ Initials: _____

Total Score: _____ *Divide by number of evaluators*
 _____ **= Average Evaluator Score**

ROOM CONSULTANT TOTAL

(15 points possible)

AVERAGE EVALUATOR SCORE

(90 points possible)

FINAL SCORE

(Average Evaluator Score + Room Consultant Score)

FINAL SCORE

PHOTOGRAPHY EVENT RUBRIC

Participant Name: _____ Level: _____
 Chapter: _____ Team #: _____ Station #: _____ Presentation Time: _____

PHOTOGRAPHY PORTFOLIO						POINTS
Career Pathway 0 or 5 points	0 Photos are not representative of selected career pathway	1 2 3-4 photos missing and/or not representative of chosen career pathway	3 4 1-2 photos missing and/or not representative of chosen career pathway	5 Photos are representative of selected career pathway		
Composition Elements & Principles of Design 0-10 points	0 1 No effort made to employ photographic compositional elements or principles of design in the creation of images	2 3 4 Minimal effort made to employ photographic compositional elements and/or principles of design and/or elements and principles distract from the image purpose	5 6 7 Photographic compositional elements and principles of design utilized to create professional-looking images	8 9 10 Photographic compositional elements and principles of design were effectively utilized to create professional and impactful images, evoking an emotional response		
Image Quality 0-10 points	0 1 No evidence that exposure, focus and depth of field, color and/or grayscale, image editing and processing were used to enhance image quality	2 3 4 Minimal effort made to enhance images using exposure, focus and depth of field, color and/or grayscale, image editing and processing	5 6 7 Exposure, focus and depth of field, color and/or grayscale, image editing and processing used effectively to create professional-looking images	8 9 10 Exposure, focus and depth of field, color and/or grayscale, image editing and processing used effectively to create professional and impactful images, evoking an emotional response		
Creativity, Emotional Impact & Overall Effectiveness 0-10 points	0 1 Images do not show a creative approach to the competition requirements, generate no emotional response from the viewer, and are not compelling	2 3 4 Images lack creativity and show minimal evidence of attempting anything out of the ordinary, generate little emotional response, and are less-than-compelling	5 6 7 Images demonstrate an appropriate level of creativity and originality, generate an appropriate emotional response, and are effective and compelling	8 9 10 Images demonstrate a highly creative and original approach to the photographic challenge, generate a strong emotional response, and are exceedingly effective and compelling		
Technical Specifications 0-5 points	0 Photos are not the appropriate size, finish, color; at least one photo is missing at least one version	1 2 3-4 items are missing or incorrect from following: appropriate size, finish, color, raw image and edited or final image	3 4 1-2 items are missing or incorrect from the following: appropriate size, finish, color, raw image and edited or final image	5 All Photos are 5"x7" in size with a matte finish and in color or black-and-white. Both the original, raw image and the edited, final image should be printed accordingly and included in the portfolio.		
ORAL PRESENTATION						
Organization/Delivery 0-10 points	0 Presentation is not complete or presented briefly and does not cover components of the project	1 2 3 Presentation covers some or all topic elements with limited information	4 5 6 Presentation gives complete information but does not explain the project well	7 8 Presentation covers information completely but does not flow well	9 10 Presentation covers all relevant information with a seamless and logical delivery	
Photographic Equipment and Image Editing & Tools 0-5 points	0 Does not describe photographic equipment and image editing and processing tools used for the project	1 2 Substandard description of the photographic equipment and image editing and processing tools used for the project and/or failed to identify reasons for choosing equipment and tools	3 4 Adequate description of the photographic equipment and image editing and processing tools used for the project and identified one or more reasons for selecting equipment and tools	5 Expert description of the photographic equipment and image editing and processing tools used for the project and clear description of reasons for choosing equipment and tools		

Principles & Elements of Design 0-5 points	0 Does not describe the principles and elements of design and composition used in the completion of the project	1 2 Substandard description of the principles and elements of design and composition used in the completion of the project	3 4 Adequate description of the principles and elements of design and composition used in the completion of the project	5 Expert description of the principles and elements of design and composition used in the completion of the project and identified how those principles and elements enhanced the overall effectiveness of the project		
In-Camera Decisions and Image Quality Elements 0-5 points	0 Does not describe the in-camera decisions made and the image quality elements used in the completion of the project	1 2 Substandard description of the in-camera decisions made, and the image quality elements used in the completion of the project	3 4 Adequate description of the in-camera decisions made, and the image quality elements used in the completion of the project	5 Expert description of the in-camera decisions made, and the image quality elements used to enhance the overall effectiveness of the project		
Creative Decisions 0-5 points	0 Does not describe the creative decisions made throughout the project	1 2 Substandard description of the creative decisions made throughout the project and/or failed to identify the ways those decisions impacted the overall effectiveness and success of the project	3 Adequate description of the creative decisions made throughout the project and identified the ways those decisions impacted the overall effectiveness and success of the project	4 Expert description of the creative decisions made throughout the project and clearly identified multiple ways those decisions impacted the overall effectiveness and success of the project		
Relationship to Career Pathway 0-10 points	0 Does not demonstrate photography relationship to chosen career pathway	1 2 3 Minimal description of photography relationship to chosen career pathway	4 5 6 Moderate description of photography relationship to chosen career pathway	7 8 Adequate description of photography relationship to chosen career pathway	9 10 Thorough and expert description of photography relationship to chosen career pathway	
Voice – Pitch, Tempo, Volume 0-3 points	0 Voice qualities not used effectively	1 Voice quality is adequate	2 Voice quality is good, but there is room for improvement	3 Voice quality is outstanding		
Grammar/Word Usage/ Pronunciation 0-3 points	0 Extensive (more than 5) grammatical and pronunciation errors	1 Some (3-5) grammatical and pronunciation errors	2 Few (1-2) grammatical and pronunciation errors	3 No grammatical and pronunciation errors		
Responses to Evaluators' Questions 0-5 points	0 Did not answer evaluators' questions	1 2 Unable to answer some questions and/or given with hesitation and/or inaccurate	3 4 Gave appropriate responses to evaluators' questions	5 Responses to questions were appropriate and given without hesitation		

Evaluator Comments – Include two things done well and two opportunities for improvement:	TOTAL (90 points possible)	
	Evaluator #: _____	
	Eval. Initials: _____	
RC Initials: _____		