

# Guide Book for Fototechnik Distinctions

## Part A

### A1 Introduction

Welcome to the Distinctions of the School of Fototechnik.

The School of Fototechnik is an institute of Photography with a history of 19 years of existence. The mandate of the institute is to propagate the art and science of photography. The institute takes under its umbrella all the genre of photography and this also applies to its Distinctions.

You may be a beginner or an experienced photographer, an amateur or a professional, the Institute's Distinctions will give you a direction to concentrate on your work. It will also push you to work harder and attain high standards. This will finally lead you to achieving the Institute's recognition.

### A2 Two Levels of Distinction

*Associateship (ASoF):* At this level your high technical competence is expected. Your submission must show your creative ability and your comprehensive knowledge in the discipline. The set of examples should be consistent with a high standard of presentation. A variety of approach/subject/lighting/shooting techniques preferably should be included at this level to show your competence to handle different situations. However, the set must maintain cohesiveness.

*Fellowship (FSoF):* This being a higher level, the requirements are more stringent. The submission must be of distinguished ability and excellence. The technical quality must be of highest order. Specialization is welcome showing individuality and originality. The Jury will be looking for outstanding work with a strong personal style and a maturity of vision, both in the individual image and the presentation as a whole.

A Fellowship Distinction when awarded, you are bestowed with a recognition that you are a photographer of immense merit and expertise. It is an achievement to be proud of.

### A3 Who can Apply

*ASoF:* Open to all. Anyone can apply whether associated with School of Fototechnik or not.

*FSoF:* Those who have attained the ASoF Distinction.

A direct application for FSoF is allowed for those holding ARPS, SPSA, PPSA, AFIAP. or higher distinctions.

### A4 Categories

Application will have to be made in any one of the following categories:

Pictorial

Nature and Wildlife

Travel

Photojournalism

Scientific (Medical and Forensic)

Applied (Architecture, Advertising, Fashion, Wedding)

## Part B

### B1 Associateship Submission

A set of 10 images will have to be submitted. The images may be in the form of prints or digital files. The set can be submitted either in colour or in monochrome and not a mixture of both.

*Print Submission:* Prints must not be smaller than 10 x 12 inches and no larger than 16 x 20 inches. Prints should not be mounted. Prints must be labeled at the back, bottom right, with category, sequence number, title, name and address. The title or name should not appear on the face of the image. A Display Order must also be submitted along with the portfolio.

*Digital Submission:* Digital images must originate as photographs acquired digitally or scanned from film. Images must be submitted on a CD (not on CD-RW and DVD). The file dimension must be 2400 pixels on the longer side at 300 dpi in JPEG format. The title or name should not appear on the image. The file name should be the title of the image prefixed with a 2 digit sequence number (01, 02, 03,...) in accordance to the Display Order. Images must be in RGB mode, even for monochrome images, and in the sRGB colour space. A Display Order must also be submitted along with the portfolio.

### **B2 Display Order**

The submission must include a 'Display Order'. This is a series of thumbnails of the submitted images put in an order on a A4 page. The submission will be displayed before the panel in the same order for consideration. The 'Display Order' must be in two rows of five images in each. The title of the image prefixed with a 2 digit sequence number (01, 02, 03,...) in accordance to the application form must be typed below each individual thumbnail image on the Display Order.

### **B3 Proclamation of Intent**

The submission must accompany a **Proclamation of Intent** in not more than 200 words explaining the intention of the work. Here you are expected to share your thought process behind the body of work submitted, your objective and purpose that led you to create these images. This will help the panel to view your set of images with your perspective and consider with a meaningful context. It should not describe the technical details of the images unless there is something very specific, unusual and/or innovative technique used that you feel sharing. The Proclamation of Intent must also be included in the form of soft file typed and saved at MS Word file.

## **Part C**

### **C1 Fellowship Submission**

A set of 15 images will have to be submitted. The images may be in the form of prints or digital files. The set can be submitted either in colour or in monochrome and not a mixture of both.

*Print Submission:* Prints must not be smaller than 12 x 15 inches and no larger than 16 x 20 inches. Prints should not be mounted. Prints must be labeled with category, sequence number, title, name and address. The title or name should not appear on the face of the image. A Display Order must also be submitted along with the portfolio.

*Digital Submission:* Digital images must originate as photographs acquired digitally or scanned from film. Images must be submitted on a CD (not on CD-RW and DVD). The file dimension must be 2400 pixels on the longer side at 300 dpi in JPEG format. The title or name should not appear on the image. The file name should be the title of the image prefixed with a 2 digit sequence number (01, 02, 03,...) in accordance to the Display Order. Images must be in RGB mode, even for monochrome images, and in the sRGB colour space. A Display Order must also be submitted along with the portfolio.

### **C2 Display Order**

The submission must include a 'Display Order'. This is a series of thumbnails of the submitted images put in an order on a A4 page. The submission will be displayed before the panel in the same order for consideration. The 'Display Order' must be in three rows of five images in each. The title of the image prefixed with a 2 digit sequence number (01, 02, 03,...) in accordance to the application form must be typed below each individual thumbnail image on the Display Order.

### **C3 Proclamation of Intent**

The submission must accompany a **Proclamation of Intent** in not more than 300 words explaining the intention of the work. Here you are expected to share your thought process behind the body of work submitted, your objective and purpose that led you to create these images. This will help the panel to view your set of images with your perspective and consider with a meaningful context. It should not describe the technical details of the images unless there is something very specific, unusual and/or innovative technique used that you feel sharing. The Proclamation of Intent must also be included in the form of soft file typed and saved at MS Word file.

## **Part D General Guidelines**

### **D1 How to Apply**

a) Request for the Application form by e-mail to **info@fototechnik.in** or **fototechnik@gmail.com**. On receiving the request the application form will be sent to you immediately by email.

b) Following the rules, fill up the application form carefully. Enclose with the application form the following:

i. Recent passport size photograph (Size: 2.5 X 3 cm).

ii. Distinction Application Fee.

iii. Proclamation of Intent.

iv. Display Order.

v. Submission of Evidence in prints or in CD.

vi. Soft files of Passport size photograph, Proclamation of Intent and Display Order to be included in the CD containing the Submission of Evidence. Submission of Evidence in Print form must be accompanied with a CD containing the items mentioned above.

c) All documents and submission of evidence to be sent to the Registrar of Distinctions to the address mentioned at the end of this document.

### **D2 Fees**

#### **Distinction Application Fee**

Distinction Application fee is to be paid along with the completed application form and submission of evidence.

Associateship Distinction Application Fee: ₹ 4000/-

Fellowship Distinction Application Fee: ₹ 4500/-

All School of Fototechnik Alumni are entitled to a concession of ₹ 500/- on the Distinction Application Fee.

The Distinction Fee is non-transferable and non-refundable.

### **Return Postage**

Submission of evidence on CD will not be returned. Print Submission of evidence will be returned only against payment of return postage.

### **D3 Mode of Payment**

All payments are to be made by Demand Draft or Multi-City Cheques in favour of School of Fototechnik, payable at New Delhi. Confirmation for Payment made by Cheques is subject to realization. Cheques if dishonoured the Bank Charges thereof will have to be paid by the applicant.

### **D4 Copyright**

The evidence submitted must be the applicant's own work. The applicant must own the copyright of all the images submitted.

### **D5 Commercially Made Prints**

The applicant must accept total responsibility of the works submitted irrespective of prints being made commercially.

### **D6 Cohesiveness of the Submitted Set**

The set of images submitted may be of different treatments, different subject matter, dark and bright images, different colours and tones etc., but within the diversity, consistency and cohesiveness must be maintained.

### **D7 Evaluation**

Distinction applicants while preparing their evidence for submission should note that unlike salon judging, where individual images are evaluated, in distinction judging all individual images are evaluated and more importantly, through the set of images the overall photographic competence of the applicant is evaluated.

### **D8 Result and Feedback**

Successful applicants will be intimated by email after the final approval of the Distinction Committee. Unsuccessful applicants will receive a detailed feedback – image by image – the comments of the jury

as to why the set could not be considered for the distinction. This will help the applicants for preparing their future submissions for distinction.

### **D9 Appeal**

There is no provision for appeal against the recommendations made by the panel of jury and the Distinction Committee. The decisions made by the competent and responsible authorities are irreversible.

### **D10 Responsibilities**

The successful applicants are entitled to suffix ASoF and FSoF with their name as the case may be. This privilege comes with the responsibility of maintaining the ethical standards followed and recommended by the School of Fototechnik. Any violation of the recommended ethical standards is likely to invite scrutiny and if found true may lead to cancellation of the distinction awarded.

### **D11 Delivery of Documents and Evidence**

Completed Application Form, Evidence for Submission, One Passport size photograph along with Distinction Application Fee must reach the **Distinction Chairman Mr. S K Ghatak Choudhury** on or before the closing date at the address below.

#### **Distinction Chairman**

**S K Ghatak Choudhury**, *Hon.FSoF, Hon.PESGSPC.*

10-C, Scientists Apartments,  
IARI Campus, Pusa Institute,  
New Delhi 110012.

### **D12 Contact**

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*This Guidebook has been issued by*

**The Distinctions Department**

**School of Fototechnik**

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