

Date Specific

more information
can be found on
the ATPI web site at
www.atpi.org

1.29.2020

ATPI Social Media Contest
deadline #ATPIDayandNight

2.18.2020

Deadline for uploading
conference contests - 6 pm
School Portfolio
Cropped
Picture Package
Portfolio Reviews
Environmental Portraits

2.20.2020

Precision Camera Open House
5 - 7 pm
Austin

2.21-22.2020

ATPI Winter Conference
Austin

3.5-8.2020

Society for Photographic
Education National
Convention
Houston

3.25.2020

ATPI Social Media Contest
deadline #ATPIOnTheRoad

4.24.2020

ATPI Spring Contests deadline
- Top Program, Top Video,
Rising Star, Hal Fulgham,
Sharon Jacobus

Do you know of some other
important dates? If so,
e-mail us at info@atpi.org
and we'll pass them on.

Our thanks to Mike
Cobb and Balfour for
printing our Spring 2019
contest poster included
with this mailing.



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Association of Texas
Photography Instructors

#atpifc Goes International, Finally!

For more than 30 years ATPI has been hosting our Fall Contest with entries coming from around the US. This year's contest achieves a landmark with our first international entries, thanks to Kristin Exner and her students at Sheldon Williams Collegiate in Regina, Saskatchewan Canada.

Thanks to her students and entrants from another 110 schools, ATPI received over 7,000 entries for the 2019 Fall Contest from 2169 students and teachers. After the 10 hours of judging was completed 804 students and teachers had been selected for awards by our judges. The six judges who spent the day looking at a lot of work were Deborah Cannon from the *Austin American-Statesman*, Kemp Davis, a commercial photographer in San Antonio, Angela Lawson, a fine art photographer from San Antonio, Hal Schmidt from Balfour, Katherine Watts-Martinez, a retired educator from Austin Community College, and Cassie Weyandt from Laguna Gloria in Austin.

Best of Show winners were Michael Makil from Ben Barber Innovation Academy in Mansfield, Noah Richards from Fort Worth Christian School in Fort Worth and Japheth Storlie from Episcopal High School in Bellaire.



Schmidt said, "The high level of quality from student entries was inspiring but always get closer or crop tighter."

The SmugMug gallery of all winners will be posted soon.

Honorable Mention Advanced Fashion winner - Emily Hultgren,
Sheldon Williams Collegiate, Regina, SK, Canada.

2020 Winter Conference Returns to Austin

New registration system will require teachers to complete two parts to register

The 33rd Winter Conference returns to Austin Feb. 20-22, with events at Precision Camera on Thursday evening, contests and sessions at the State Capitol with awards and the keynote on Friday evening and wrapping up with hands-on classes, portfolio reviews and other sessions at Austin Community College Northridge campus on Saturday.

The Picture Package, School Portfolio and Environmental Self-Portrait contests and the first round of Cropped will continue to be due prior to the conference. Themes for each of these contests will be announced on the ATPI Facebook and Twitter pages on Thursday, February 13. Portfolios will also be submitted online for judging. The photography and video contests will use the ATPI online contest system. Entries for these contests will be due on Feb. 18 at 6 p.m.

The conference will have an optional reception and vendor fair Thursday night from 5-7 pm. at Precision Camera. Mini-lessons will be offered at 5:30 p.m. - Care and Cleaning of Your Camera, 6 p.m. - Mirrorless Cameras and the Passing of Traditional DSLRs, and 6:30 p.m. - Audio for Video - the Sound is More Important than the Picture.

On Friday, the conference will officially start at the Capitol Complex, which will host several contests and sessions. The registration desk will open at 9 a.m. The mandatory information session for students participating in on-site contests will start at 10 a.m.

Digital Image, Scavenger Hunt and Digital Editing will all start Friday at 10:30 a.m., with entries due at noon. Digital Editing

participants will need to bring a laptop with Photoshop installed in order to compete. Make sure that the license is authenticated prior to arrival. The later rounds of Cropped will start at 1:30 p.m.

Faculty and Video contests will start Friday morning at 10:30 a.m., with faculty entries due at 4 p.m. Friday and the video entries due Saturday at 10 a.m. Winners will be announced after the convention on the ATPI website, Facebook and Twitter accounts.

Students and teachers who are not participating in on-site contests will be able to attend classes Friday morning and afternoon.

Austin Community College-Northridge will host sessions and hands-on classes on Saturday. Attendees will have the opportunity to take both lab and studio-based classes using ACC's facilities.

Schools will be responsible for finding parking near the Capitol Complex on Friday. ACC-Northridge will set aside a bus area for schools on Saturday.

ATPI has reserved a block of rooms at the Hampton Inn. Additional information about the hotel is on page 8 and on the ATPI website.

Registration is limited to 300 attendees. Registration fees will remain the same as last year: \$35 early bird, \$45 regular and \$55 walk-up. Lunch will be provided Saturday for pre-registered workshop participants and for those attending the ATPI meeting during lunch. Vegetarian and gluten-free options can be requested on the registration form, found on the ATPI website.

See the story on page 3 for information about using the new registration system.

schedule in-depth classes

TUESDAY, FEBRUARY 18

6 p.m.

Picture Package, School Portfolio, Environmental Self-Portrait,
Cropped Round 1 photos due
(upload to ATPI Contest site)

THURSDAY, FEBRUARY 20

5 - 7 p.m.

Reception and Vendor Show at Precision Camera
includes three 15-minute lessons on each 1/2 hour

FRIDAY, FEBRUARY 21

9 a.m.

Registration opens at Capitol Complex Underground

10:00 a.m.

Information meeting (for students competing in on-site contests)

10:30 a.m.

Digital Image, Scavenger Hunt, Video, Faculty Digital, Digital
Editing contests begin

10:30 - 11:10 a.m.

Sessions

11:15 a.m. - 11:55 a.m.

Sessions

Noon

Digital Image, Scavenger Hunt, Digital Editing contests due

1:30 p.m.

Cropped Contest

1:30 - 2:20 p.m.

Sessions

2:30 - 3:20 p.m.

Sessions

3:30 - 4:20 p.m.

Sessions

4:30 - 6:30 p.m.

Dinner on your own

6:45 - 9 p.m.

Keynote Speaker

Awards

SATURDAY, FEBRUARY 22

9 - 9:50 a.m.

Sessions at Austin Community College-Northridge Campus

Portfolio reviews

10 a.m.

Video contests due

10 - 11:50 a.m.

Hands-on classes

noon - 1 p.m.

Lunch (included in registration)

ATPI Business Meeting

1:15 - 3 p.m.

Hands-on classes

3:15 - 4:05 p.m.

Sessions

4:15 p.m.

Group photo and conference concludes

2020 ATPI Winter Conference

The 105-minute in-depth classes will be offered Saturday at 10 am and 1:15 pm. Students and teachers should select two classes, plus two alternates, and fill in this information on the registration form on the ATPI website.

H101 Tips and Tricks for Digital Imaging

Learn the basics of Adobe Photoshop, such as dodging, burning, color correction, file formats, etc. Designed for students or teachers who have limited experience with Photoshop.

Materials: none

H102 Photoshop Masking and Compositing

Explore the artistic potential of masking and compositing techniques. Designed for students or instructors with intermediate experience in Photoshop. *Materials:* none

H103 Advanced Editing Workflow

Use Adobe Bridge and Photoshop to create an efficient workflow process for online and print publications. Learn how to manage, edit and maintain photos from the camera to the page. *Materials:* jump drive with at least 10 photos

H104 Painting With Light

Light. The raw material of photography. Come learn to use it as an artist uses oil paints to create their masterpieces. *Materials:* digital camera, black/dark clothing

H105 Environmental Portrait

Take your subject out of a sterile environment and put him or her into an environment that tells us something about the subject. Go on location to see how to get the most out of a portrait situation. *Materials:* camera

H106 Design and Composition

After a brief discussion of photographic design and aesthetics, you'll participate in a walking tour on the ACC-Northridge campus to examine ways of seeing photographically. *Materials:* camera

H107 Studio Portraiture

Lighting styles and lighting quality, posing tips and working with subjects in a formal studio setting will all be covered. *Materials:* camera

H108 Food Photography Hacks

Food always looks so yummy and perfect in commercial photos, but how do they do that? All secrets will be revealed in this tabletop hands-on workshop focused on commercial food photography and the tricks of the trade used to make food look like the superstar every time. *Materials:* digital camera, tripod (optional)

H109 Off Camera Flash - Small Light, Big Impact

Learn Off Camera Flash where you control the light with camera settings and small flashes. You will learn the process and devices needed where your creativity is your only limit. *Materials:* Canon digital camera (the class will be working with Speedlights, so Canon cameras are required.)

H110 Creating Sports Art

Students will utilize dynamic sports portraits for athletic banners, posters, and promotional materials. Learn how to use action and posed sports photos to create Photoshop composites focusing on the skills of masking, layer blending, adding texture, text, and effects. Production options and marketability will also be covered. *Materials:* none

H111 Working with Shutter Speeds

Blurring motion. Stopping motion. Panning. From Eadweard Muybridge's photos of a horse running to today's bursting balloons here is your chance to experiment with some of these techniques. *Materials:* camera and tripod

H112 Working With Apertures

From forced perspectives to selective focus, learn how your aperture settings have an impact on your photo. *Materials:* Camera, fast lens

registration

H113 SmartPhone Photography

Learn how to use some of the cool apps for smartphones to capture unique images. *Materials:* a smartphone with any of the following apps: Hipstamatic, Instagram, ProHDR, SnapSeed

H114 A Day at The.DPP - Broken Hearts Photo Booth

Who doesn't like a photo booth? The theme will be open heart surgery with a Valentine's Day twist. Explore the process of conceptualizing, building, shooting and printing on location to make a successful photo booth experience. *Materials:* digital camera

H115 A Day at The.DPP - Analog Dreams + The Instant Portrait

Use a Polaroid SX-70 and Polaroid Originals instant film, gels and studio strobe lighting to produce eye catching photographs. *Materials:* none

H116 Lighting on Location

Get the perfect lighting whether dealing with the bright sun of a daytime football game to the night lights of the city. Learn how to control the lighting by balancing available light with fill flash as well as slow/rear curtain sync flash or how to avoid the use of flash at all with techniques for supplementing existing light. *Materials:* digital SLR and external electronic flash

H117 Photojournalism for Yearbooks and Newspapers

It is never too late to learn ways to improve the photography for publications. Learn specific techniques for getting the best photos. *Materials:* digital cameras, lenses, flash

H118 Lightroom: Best Practices for Beginners

Learn the basics of Adobe Lightroom - creating catalogs, importing images and creating Collections and Smart Collections. *Materials:* USB drive with images

H119 Studio Lighting Bootcamp

Interested in using strobe photography to take portraits but don't know where to start? In this bootcamp, students will start with a one-light set up and add lights one at a time to create a classic three-light portrait. Students will also get the chance to experiment with two different types of lighting equipment available for the studio and beyond. Work with different types of light modifiers and experiment with how they change the look of a photo. *Materials:* digital camera, tripod (optional)

H120 Working with Models

Learn techniques for posing a model and working with light to capture the best portrait or advertising photograph. *Materials:* digital camera

H121 Lightroom 1 - Importing and the Library Module

How to create a Lightroom catalog, import images and work in the Library Module. In the Library Module, we'll learn how to create templates to increase the workflow speed as well as different ways to add keywords and attributes. We will also look at the various ways to filter and sort images. *Materials:* none

H122 Lightroom 2 - The Develop Module

How to enhance your images in the Develop module. We'll cover the best ways to process, convert the images to black and white, split tone, lens corrections, and sharpening. *Materials:* none

H123 Slit-Scan Photography

In this workshop we will explore a special effect known as slit-scan photography. But instead of using special cameras or digital techniques the emphasis will be on making creative, surprising and fun photographs with simplified equipment that we will build. Basic digital methods will also be a part of the workshop. Among the applications that we will explore are rollout, photofinish, rolling shutter and panoramic photography.

H124 Social Media for Photographers

Learn how to use Twitter, Instagram, Snapchat and other social media tools to promote yourself, your work or your business. *Materials:* smartphone with these apps installed.

H125 Sound Design Pt. 1

In part one we will focus on what microphones you should use for different scenes and practice setting up microphones for short films and broadcast interviews. *Materials:* camera with external microphone, tripod.

H126 Sound Design Pt. 2

In part two we will focus on creating your own sound effects using Foley sound recording. Everyone will work together so that when students leave you will have the start of your own sound library. *Materials:* camera with external microphone, tripod, and USB for collecting audio clips.

The 2020 Winter Conference will utilize a new WordPress plugin for registration. This new plugin offers some additional features but will require a different process to register. Please follow these instructions closely and email info@atpi.org if you have any questions or problems. The registration form will be accessed from the Winter Conference page in early December. We will Tweet and post on Facebook when registration opens.

Teachers will complete a Fees form first. This is where the number of teachers, students and speakers are indicated, along with the number of students in individual and team contests, the number of environmental self portrait entries the school plans to submit and any organizations that you are joining. **If the teacher is a speaker they must register as a teacher and request a discount code from info@atpi.org in order not to be charged for registration.**

Select "Add to Event Cart" and then "Proceed to Registration." Fill in the required fields and then click on "Proceed to Payment Options." If you have received a discount code for a teacher-speaker fill it in on this screen. You can choose to generate an invoice for a purchase order or check or you can pay with a credit card through PayPal this year. If your district has to do the credit card payment you'll receive an email with a link that you can forward to your bookkeeper to make the payment. If you select the Invoice option click on "Proceed to Finalize Registration." Then click on "View Full Order Confirmation Receipt." At the top of the window that opens up you **MUST** click on "Switch to Invoice" in order to download it as a PDF. The order confirmation contains a lot of extra data that isn't necessary.

Once you complete the fees form please look for an email that will contain a link and a password to access the second form you have to complete. This email begins with "Thank you for completing the Fees portion of the Winter Conference. To register for contests and classes..." This is where you provide names of everyone that is attending along with hands-on classes, contests and lunches. **Registration is not complete until this second form is submitted.**

portfolio reviews

R100 Beginning portfolio review

For those just getting started, this portfolio review will offer an opportunity for beginning students to have their work critiqued by other instructors from around the state. Scheduled for Saturday morning at 9 a.m.

Materials: No more than 5 images uploaded to the ATPI Contest site.

A200 Advanced Print portfolio review - Art

J200 Advanced Print portfolio review - PJ

A personal critique for juniors or seniors, this is an excellent warm-up for the Hal Fulgham Memorial Scholarship contest.

Advanced students will receive their critique on Saturday morning at 9 a.m. Students may only sign up for one critique.

Materials: 5 to 10 images uploaded to the ATPI Contest site.

contests

PLEASE READ THE
RULES CAREFULLY.

PRE-CONFERENCE CONTESTS

School Portfolio
Picture Package
B.I.G. 72 Video
Environmental Portrait carry-in
Cropped Round 1

FRIDAY CONTESTS

Photo Scavenger Hunt
Digital Image
Digital Editing
* Faculty Digital
*Video

Students may compete
in one contest on Friday.

*These contests will have
a deadline of 10 a.m. on
Saturday, Feb. 22

The High School
Shoot-Out Contest is
sponsored by the Third
Floor Photographic
Society at Texas
A&M University in
Commerce. A separate
rules sheet is enclosed
with this newsletter
and a copy of the rules
is available on the ATPI
website. All questions
relating to this contest
should be referred to
Chad Smith at TAMU-C.
The phone number is
(903) 886-5232.

Students and teachers should carefully note the requirements and supplies listed for each of the contests. Some contests will begin at 10:30 a.m. or 1:30 p.m. on Friday while the rest will be upload contests. Students may only compete in one contest on Friday. No teachers or advisers will be allowed to advise or instruct students during competitions. Entry fee: \$10 per person per contest, except where noted.

N101 ATPI Digital Editing Contest (onsite)

Students will be given a series of scanned images and a period of time in which to use Adobe Photoshop to create a contest entry. The emphasis of this contest is to see how creative the students can be. Students must provide their own laptop with a version of Adobe Photoshop. Each school may have no more than three students in the competition. This contest will be Friday from 10:30 a.m.-noon. Materials: computer with Adobe Photoshop, USB drive

N102 ATPI Picture Package Contest (upload)

This contest is an individual competition, but schools may register up to five students. Students will receive an assignment for their photographs the Thursday prior to the conference on the ATPI website, Facebook and Twitter accounts. Students will have until 6 p.m. on Feb. 18 to assemble and turn in a three-image package of photographs that best captures the assignment. Images will be uploaded to the ATPI Contest site. Materials: digital camera, USB drive, any special equipment

N103 ATPI Digital Image Contest (onsite)

The contest will provide students with a list of categories and 90 minutes to photograph on Friday. Students will need to bring a laptop to select contest entries and upload them to the ATPI contest site. No manipulation of the images in Photoshop will be allowed. Schools are limited to three contestants for this contest. This contest will be Friday from 10:30 a.m. to noon. Students must have a signed permission form (on the ATPI website) completed and turned in, in order to compete in this contest. Materials: digital camera, card reader or cables to connect the camera to a computer for downloading, any special equipment, laptop

ATPI Photo Scavenger Hunt (onsite) N104, N105, N106 (Teams 1-3)

This contest will challenge the students' power of observation. The team of one to three students will be provided a list of

items to photograph and 90 minutes to photograph with a single camera. No more than three students on a single team. The contest will start Friday morning at 10:30 a.m. By noon, the team must turn in a point tally sheet and the camera storage card, which will be returned Friday night. Entry fee is \$25 for each team. Materials: one digital camera

ATPI News Video Contest (onsite) N107, N108, N109 (Teams 1-3)

Students will be given a news topic for the video on Friday morning and will have about 24 hours to complete the assignment. This contest will emphasize strong journalistic skills. Teams may consist of one to three students. Students will have overnight to complete their videos. The contest will start Friday morning at 10:30 a.m. Students must upload entries to an accessible URL by 10 a.m. on Saturday. Entry fee is \$25 for each team. Materials: digital video camera, editing laptop with your software

ATPI Artistic Video Contest (onsite) N110, N111, N112 (Teams 1-3)

Students will be provided a theme for the video on Friday morning and will have about 24 hours to complete the assignment. This contest will emphasize creative storytelling. Teams may consist of one to three students. Students will have overnight to complete their videos. The contest will start Friday morning at 10:30 a.m. Students must upload entries to an accessible URL by 10 a.m. on Saturday. Entry fee is \$25 for each team. Materials: digital video camera, editing laptop with your software

ATPI School Portfolio Contest (online) N113, N114, N115 (Teams 1-3)

A team of four students will compete in this contest. The school must have four students on the team. Students will receive a list of potential themes on Thursday, Feb. 13. The list will be posted on the ATPI website, Twitter and Facebook pages. Students will have until 6 p.m. on Feb. 18 to upload their entries to the ATPI contest site. Each student will contribute one image, which must be taken during time period between receiving the list of themes and the upload deadline. Entry fee is \$25 for the team. Materials: digital cameras

N116 ATPI Cropped Contest (online/on-site)

Do you have what it takes to survive the Cropping Tool? Schools are limited to three student entrants. Students will be given an assignment, a required element

and a specific amount of time (from 15-30 minutes depending on the round) to capture one image. After a quick critique from the judges, half of the students will be cropped from the group and the remaining students will be given the next assignment. The topic for the first round will be announced on Thursday, Feb. 13; students should upload their photos to the ATPI Contest site by 6 p.m. on Feb. 18. The contest will resume at 1:30 p.m. Friday afternoon. Materials: digital camera

N400 Faculty Digital Contest (onsite)

All faculty members will be registered into this contest. There is no entry fee, but teachers must bring their own digital camera.

Teachers will be given several categories to select from. Images must be submitted to the ATPI contest site by 4 p.m. Friday. Materials: digital camera, any special equipment

N500 "The B.I.G. 72" Video Contest (pre-conference)

Get ready for a rollercoaster of challenges as you compete for bragging rights as the best on-the-spot program. Schools will be given a topic, via ATPI's Twitter feed, on Thursday, Feb. 13, at 9 p.m. CST. Students and instructors will work together with the given theme within a 72-hour time frame. Teams will upload their entries to an accessible URL by Sunday at midnight and share them with ATPI. Total running time must not exceed 3 minutes. A thematic element will be given at the start of the contest which MUST be incorporated within the entry. List N500 under the teacher's name on the registration form to enter. Entry fee is \$25 for the team.

Environmental Self-Portrait Contest (online)

Locate the flier included with the newsletter to see all of the details, but this is a carry-in contest for both students and teachers. Entries are due by 6 p.m. on Tuesday, Feb. 18 and should be uploaded to the ATPI Contest site. Images must follow the formatting instructions found on the ATPI website. Entries that do not meet the formatting requirements will be disqualified. The entry fee is 50¢ per entry. Images must have been created by the student or instructor in the photograph. Students do not have to attend the conference to submit entries to the contest, but the school must have at least one person (student or teacher) registered at the conference.

Contest Committee Announces Updated Rules and Processes

Modifications include Top Video Lengths and Scholarships for Honorable Mention Winners

The board met in September and voted on changes to some contests and also discussed potential changes to be voted on at later meetings. Some of these affect Winter Conference contests and instructors should make sure to communicate the changes with their students.

Winter Conference contests

PRECONVENTION CONTESTS

Preconvention contest categories will be announced on Thursday, Feb. 13 at 9 a.m. This includes Picture Package, Digital Image, Cropped first-round entries and School Portfolio. "The B.I.G. 72" Video Contest will also be announced this day at 9 p.m., the same as prior years. The deadline to upload all pre-convention contest entries is Tuesday, Feb. 18 at 6 p.m. on the ATPI Contest site. Those entries will be judged on Wednesday, Feb. 19 by a panel of judges selected by the contest committee.

ON-SITE CONTESTS

Digital Image, Digital Editing, Scavenger Hunt, News Video and Artistic Video contests will begin Friday, Feb. 21 at 10:30 a.m. With the exception of the video contests, all entries are due by noon. That gives participants 90 minutes to compete. These contests will be judged Friday afternoon and winners will be announced after the keynote that evening. The Cropped contest will begin at 1:30 p.m. and the winners will be announced that evening as well. Faculty Digital categories will be distributed at registration and entries should be submitted by 4 p.m. Friday in the hospitality room. News and Artistic Video contests are due to the ATPI contest site by 10 a.m. Saturday, Feb. 22 in the form of public URL links. Winners will be announced on Twitter.

JUDGE SELECTION AND CRITERIA

The board decided to create a more transparent judge selection process and set up explicit judging criteria for both pre-convention and on-site contests.

Instructors can serve as judges so long as none of their students com-

peted in the contest. Judges can also be professionals or other non-instructors without ties to a school who competed in the contest.

Judges will be given a category name and brief description for each contest, along with disqualification criteria. See the contest website for specific guidelines for each contest.

On-site contest coordinators will be given a set of instructions they must read to competitors before beginning the contest. These include procedures for turning in entries, judging criteria and expectations, policies and procedure for disqualification and potential appeals.

The Cropped contest is changing its procedures for submitting photos to the judges to ensure no administrative errors interrupt the process.

Competitors will be given a contest sheet with their entry number at the beginning of the contest. After taking their photos, competitors will turn in their images and write the image name on the contest sheet. A contest facilitator -- either a non-instructor or instructor who doesn't have students in the contest -- will collect the image and verify its receipt. This will ensure the image has been received and will appear in the judging pool.

All instructors who have students in the contest will not be allowed to talk with or coach their students when the contest begins or at any point until the student is finished competing.

Spring Contests

The contest committee has recommended and approved the following changes for the spring portfolio contests:

Top Program Video:

The time lengths for videos have been modified to accommodate the variety of programs that enter these contests and the types of videos submitted. We understand not every program looks and operates the same way. Changing the time limits allows more opportunities for more programs to compete.

News Package (1 to 4 minutes)

Sports Package (1 to 4 minutes)

Feature Package (1 to 4 minutes)

Dramatic Short Film (10 minute

max)

Comedic Short Film (10 minute max)

Documentary (no max)

PSA/Advertisement (1 minute max)



Instructors are asked to ensure the URLs are public and able to be viewed without having to sign in or requiring a password.

Instructors will also be asked to provide a cell phone contact in case of any technical issues the day of judging.

Portfolio Price Change:

The board voted to charge \$10 per portfolio and drop the \$20 maximum per program.

Scholarship Change:

The board voted to add a \$100 award for Honorable Mention winners in the senior portfolio scholarship contest.

Top) Third Place Beginning/Middle School Formal Portrait - Anahi Davila, West Orange-Stark High School, Orange TX. Bottom) Second Place Advanced Documentary/Street Photography - Sean Hartman, La Cañada High School, La Cañada, CA.

How do I take my photographer from just OK to amazing?

By Stephen Green, Caney Creek High School, Conroe



Second Place Advanced Sports Action - Kelsey Carroll, Lovejoy High School, Lucas, TX.

When school started, a third-year photographer in my yearbook program pulled me aside and said, "What do I need to do to be a great photographer?"

It confused me because she was already producing stellar work when compared to her peers. She captured lots of emotion, had fantastic composition and could coach other photographers to do the same.

Why did she feel that way? She was seeing all of this award-winning feature photos and saw other schools doing well in competition. She simply reached the plateau I had not had a photographer reach yet. She was doing everything right, but needed a push to the next level.

I set off on a quest to collect information from those more in the know than myself. My background was in writing rather than photography, and many other first-time teachers will eventually feel this loss for advice.

Below is a sample of advice taken from ATP1's Facebook group, as well as a few professional photographer friends:

Take lots of photos. Digital photography lets us take hundreds or thousands of frames on one card. Do it. Like any skill, photography requires practice. The more situations you encounter, the more modes and settings you try, and the more you think about what your work lacks, the better it will get.

Force yourself to try new angles. One adviser says to try three different angles for every normal shot you get. As a photographer for the local newspaper says, "Once you have your CYA shots, play around. ... Your feature photos are what sets you apart from everyone else."

Relax and do not overthink the photos. Some of us will occasionally get too in our head trying to think, think, and think some more and get a bit of paralysis. Take the approach of writers with writer's block. They write through it; photographers should shoot through it. Photography should be fun and exciting. Maybe taking a step back to let your hair down is time well spent.

Think about the photos. Now running to the other side of the spectrum, some photographers just hold that shutter release and put no thought into the message they're trying to convey. Ask them what their photos say. What's the point of it? What story does it tell? Making them think some more can help them see the world differently.

Look at other photography. With social media and the entirety of the internet, there is zero excuse for photographers not to be looking at other work. Writers read other work. Athletes study plays and strategies. Teachers attend professional development. Photographers should study other photographers doing excellent work. Create a Twitter list of amazing photojournalists and other photographers. Look them up on Instagram. Make students evaluate each other's

work. Getting inspiration from history and peers is a sure-fire way to bolster their skills.

Tell stories. Photojournalists have one goal: let people know what happened. Anyone with a camera phone can take a snapshot of what something looks like, but what did it feel like? How did people act and react? What colors and textures were there? Are there more than one side to tell? That is what separates photojournalists from Aunt Marge with her iPhone 6.

Anticipate action. G.I. Joe once said, "Knowing is half the battle." Photographers should know what they are shooting – as much as is within reason – before they go out. What is the lighting like? What are the rules of the sport? What is the layout of the building? What clothes is my model supposed to be wearing? Knowing what is going to, or is likely, to happen means the photographer can be there when the photo happens.

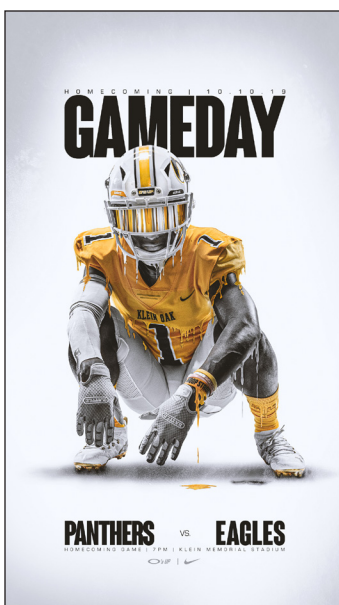
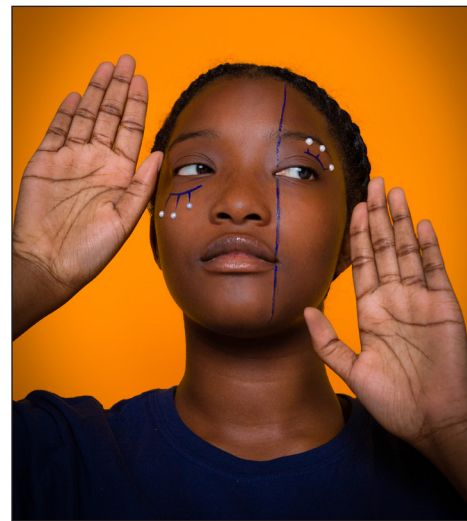
Don't forget about reaction. Photographers often are looking in the direction that everyone is: the football field during a play, the center of a gym for the pep rally, etc. But don't rest on your laurels just shooting man-with-ball photos. Think about how the coaches react to bad plays, which people are most emotive, how the audience reacts, and anything else that is a reaction to the action. These are many times much better photos than the action itself.

Think about the lighting. Photography is loosely translated to "writing with light." Not thinking about light is like a painter not thinking about the color, consistency and quantity of their paints. Photographers need to think about the quantity, direction, color and movement of light. Play with that light. Move it around. Change the color. Make some. Lighting can immediately set a tone, even if we don't consciously think about it.

Teachers: Force your photographers to get out of their comfort zone. Teachers are adept at being able to look at a portfolio or breadth of your program's work and identify the major areas that need addressing. Create fun activities that address this specifically. Photographers not changing up their angle? Require them to take photos of a still life or real-life scene where they can't take photos at eye level, for example. Not getting close enough? Make them take photos of objects at the closest the focal length will allow. Don't know how to create activities? Ask other teachers, get books of photo activities (they're everywhere), ask Google. Google is your friend.

This group and other journalism/photography adviser groups are filled with people more than willing to offer up their knowledge to help you and your photographers. Find other advisers who might specialize in your area of need. For example, I don't need help with teaching settings, basic composition, or writing, but I needed help taking my photographers to the next level.

2019 ATPI Fall Contest Winners



Statistics:

7,007 entries

111 schools
(Texas,
California,
Indiana, Kansas,
Maryland,
Oklahoma,
North
Carolina and
Saskatchewan)

6 judges - 10
hours of
judging

Largest
category -
Advanced
Informal
Portrait -
462 entries

Smallest
category -
Beginning/
Middle School
Photo Story -
6 entries

Top Left) Second
Place Beginning
/ Middle School
Informal Portrait
- Audrey Coomes,
Midlothian Heritage
High School,
Midlothian, TX. Top
Right) Second Place
Advanced Formal
Portrait - Lance
Ensara, KISD Career
Center, Killeen, TX.

Clockwise from above left) Second Place Advanced Digitally
Constructed - Giovanni Roman, Langham Creek High School, Houston,
TX. First Place Advanced Portfolio - Ryan McCord, St. Mark's School
of Texas, Dallas, TX. First Place Beginning/Middle School Fashion -
Virginia Nussbaumer - Episcopal School of Dallas, Dallas, TX. Third
Place Beginning/Middle School Advertising - Daniel Alvarez-Fedyayev,
Klein Oak High School, Spring, TX. Second Place Faculty Portfolio - Will
Milne, Advanced Technology Complex, Denton, TX.

conference shirts

We will once again be offering conference shirts. Order shirts on the ATPI website by January 31 and receive them at registration on Feb. 21. If you aren't attending the conference you can still order a shirt and include money to ship the shirt.

The front of the shirt will include a view of the Capitol. The back of the shirt will celebrate the 2020 Winter Conference with #gotmetadata.

This year's shirts will be gray. Short sleeve shirts are \$14 and long sleeve are \$17. All orders are done online and paid through PayPal with a credit card.

The link to order shirts is on the Winter Conference page of the ATPI website. No extra shirts will be on sale at the conference.



Vice Presidents Assume Committee Roles

As part of the board meeting held in September each of the six vice presidents selected a committee to chair and be an assistant on a second one. Members are encouraged to contact a committee chair if they are interested in assisting.

Contests - Leah Waters - vpcontests@atpi.org

Conference - Brenda Marafioti -

vpconference@atpi.org

Summer Workshops - Kyle Juntunen -

vpworkshops@atpi.org

Member Services - Laura Miller -

vpmembers@atpi.org

Curriculum - Krista Luter -

vpcurriculum@atpi.org

Newsletter - Cassandra Syler -

vpnewsletter@atpi.org

Shannon Oden, president, can be reached at president@atpi.org for any questions or concerns.

rules

Because numerous people have worked hard to organize this conference, we ask that you share the following guidelines with your students.

- Students should be in their hotel rooms by midnight, making no excessive noise. The hotel reserves the right to remove disruptive guests.

- No students will be admitted without an instructor or chaperone approved by the school. At least one chaperone or instructor is required for every 10 students. Instructors and any other designated chaperones assume responsibility for their students' behavior during the conference.

- All students, chaperones and instructors are expected to wear their conference name badge at all times while at the conference.

- ATPI officials reserve the right to declare all fees forfeited and to send students home at their own expense for violation of these rules of conduct.

hotel

This year's hotel block will be at the Hampton Inn and Suites Northwest Arboretum Hotel. The hotel is close to The Domain, which offers shopping and dining options, and just 3 miles from the ACC-Northridge campus.

The block contains double-doubles and king beds with a pullout. Rooms are available in the block on Thursday, Friday and Saturday nights. All rooms have coffeemakers and televisions. Complimentary wi-fi, fitness center access and breakfast is included.

Reservations MUST be made by January 30, though the block may fill before that date. The rooms in our block will be released after that. After we fill the block, being able to get a room will depend upon availability.

Both types of rooms are \$115 per night. You can pay with credit card or school check. Even if you pay with a school check, a credit card will be required to hold the rooms at booking. You will also need to provide your school's tax exempt form.

Additional information about booking is available on the ATPI website.

procedures

To register, instructors must complete the registration form online. In addition, schools must have a release form, which can also be found online, for each student. These release forms should be delivered to the registration desk on Friday, Feb. 21.

Please pay close attention to the registration fees and deadlines. Please submit the online registration form as soon as you have it completed, even if you are still waiting on a check from your school. Many of the in-depth classes are limited in space and fill up quickly. Registration for these classes will be on a first-come, first-served basis.

Students and teachers should select two in-depth classes and two alternates, along with any on-site contests on the registration form. Please be sure to pick alternate classes so that we can schedule everyone easier. The hands-on classes will be Saturday at ACC-Northridge.

There will be multiple choices of 50-minute classes on Friday and Saturday that do not require pre-registration. Students will be able to select from classes offering a wide range of topics covering all curriculum areas. These classes are scheduled for 10:30 a.m.-noon and 1:30-4:20 p.m. Friday, and 9 a.m.-9:50 a.m. and 3:15-4:05 p.m. Saturday.

On Friday, instructors should register students and pick up materials in the registration area at the Capitol Complex Underground starting at 9 a.m.

There will be an opening session on Friday morning at 10 a.m. for students competing in on-site contests. Students competing in on-site contests must be registered and in the proper locations by 10:30 a.m. or 1:30 p.m. on Friday. Carry-in contests will be uploaded to the ATPI Contest site and are due at 6 p.m. on Feb. 18. Faculty and Video contests will be due at 10 a.m. on Saturday.

Association of Texas Photography Instructors

P.O. Box 4647

Wichita Falls, TX 76308

Imagemaker

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