Imagemaker

During the 2020 Winter Conference, Texas HS (Texarkana, TX) instructor Clint Smith leads a class at ACC-Northridge. This will be the first conference in Austin since then and the new Highland campus will serve as one of the locations.. Photo by John Skees.

Conference Heads to Austin. Really.
ACC-Highland Hosts Hands-On Classes Saturday

Two years ago, the ATPI board looked forward to hosting the 35th Winter Conference in Austin and visiting Austin Community College's new Highland Campus. Then, a COVID wave in January moved the conference online for a second consecutive year.

But this time, it's on.

The 37th conference will kick off March 1 at the State Capitol before moving to the Austin Community College-Highland Campus March 2. The new ACC facilities will allow additional hands-on classes as well as more space and no more bus trips to other facilities.

Schools that plan on driving in Feb. 29 can take advantage of a night photography session. Instruction will take place from 7:30-9 p.m. More details will be posted at a later date on the ATPI website.

The start times for Friday have shifted up slightly from previous years due to changes in facility times. The registration desk will open Friday at 9:30 a.m. at the Capitol Complex. As in previous years, on-site contests and sessions will take place in the facility. The mandatory information session for students participating in on-site contests will start at 10:30 a.m.

Digital Image and Scavenger Hunt will all start Friday at 11 a.m, with entries due at 1:15 p.m. Instructors and students should note these contests will overlap with lunch and should plan accordingly (perhaps by ordering in or asking noncompetitors to take orders for classmates.)

The Digital Editing contest and later rounds of Cropped will start at 1:30 p.m. 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.

Faculty and Video contests will start Friday morning at 11 a.m., with entries due Saturday at 10 a.m. Winners will be announced after the convention on the ATPI website, Facebook and Twitter accounts.

The biggest change is to the keynote session. The keynote and awards will begin at 5 p.m. and conclude in time for dinner.

Our keynote speaker will be four-time Pulitzer Prize-winning photographer and editor William Snyder. Snyder is professor and chair of the Advertising Photography Program at the Rochester Institute of Technology and former photographer at *The Dallas Morning News*. After starting as a member of the photography staff, Snyder served in numerous roles, such as night photo editor, assignments editor, metro/suburban photo editor and assistant director of photography.

In 2005, he became the paper's director of photography. While serving in that role, the photography staff won the 2006 Pulitzer Prize in Breaking News for its coverage of Hurricane Katrina.

ACC-Highland 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. The Capitol Visitors Parking Garage is a short walk and a good option for cars and vans. The ACC-Highland campus is just across the street from the conference hotel, eliminating the hassle of finding parking on Saturday.

ATPI has reserved a block of rooms at the Holiday Inn. Additional information about the hotel is on page 5 and on the ATPI website. The hotel deadline is Feb. 8.

Registration is limited to 300 students. Registration fees are $35 early bird, $45 regular and $55 walk-up. The early bird deadline is Feb. 9. 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.

2024 ATPI Winter Conference

TUESDAY, FEBRUARY 27

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

THURSDAY, FEBRUARY 29

7:30 p.m.
Night photography session

FRIDAY, MARCH 1

9:30 a.m.
Registration opens at Capitol Underground Complex
10:30 a.m.
Information meeting (for students competing in on-site contests)
11 a.m.
Digital Image, Scavenger Hunt, Video, Faculty Digital contests begin
11 - 11:50 a.m.
Sessions
1:15
Digital Image, Scavenger Hunt contests due
1:30 p.m.
Cropped and Digital Editing contests
1:30 - 2:20 p.m.
Sessions
2:30 - 3:20 p.m.
Sessions
3:30 - 4:20 p.m.
Sessions
5 - 7 p.m.
Keynote Speaker
Awards

SATURDAY, MARCH 1

8:30 a.m.-12:30 p.m.
College and vendor show
9 - 9:50 a.m.
Sessions at Austin Community College-Highland 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

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 Capturing High Speed Moments

Photography can be a tool of measurement and visualization of "invisible" events. In this session, the focus will be on the application and demonstration of photography to visualize and make measurements of high speed events with simplified equipment. Learn about high-speed flash photography, stroboscopic techniques, frequency, velocity, event duration recorded with basic cameras, and low-cost, ingenious imaging solutions. *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-Highland 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 Working with Portable Flash

Learn techniques for controlling multiple portable strobes using flash and wireless remotes. *Materials: digital camera*

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*

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, VSCO, ProHDR, SnapSeed*

H114　Lighting on Location

Get the perfect lighting from 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*

H115　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)*

H116　Working with Models

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

H117　Using Remotes to Extend Your Photographic Coverage

Learn about the equipment you'll need and the strategies you'll use when setting up a radio remote to fire a second camera. Capture photographs from areas where you might not be normally allowed during various sports, news or feature events. *Materials: none*

H118　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 apps*

H119　Photographing in a Tiny World

Learn how to capture the essence of tiny scenes by immersing yourself in little magical setups. Lighting, compositional, prop sourcing and styling techniques will take your skills to a level larger than life. *Materials: 18-55mm kit lenses are perfect for this workshop, zoom lenses and primes over 50mm are not ideal. Tripods are helpful but are not required.*

H120　Architectural Photography

Go out into the field and learn some of the skills required for photographing architectural interiors and exteriors. *Materials: digital camera*

Featured Sessions from the RTF Department at Austin Community College

The faculty and staff of the Radio-Television-Film Department at Austin Community College is proud to show off their facilities in this selection of courses. Students registering for these classes will be able to use the same equipment and studios as the college students. No open toed shoes, high heels or hard soled shoes can be worn in the studios or labs. No food or drink in any of the facilities.

H121　Multicam Live-to-Tape Production with Chromakey

A hands-on workshop in the new ACC RTF multi-cam TV production studio. Students will learn all the jobs in a TV live-to-tape production from TV cameras, audio board, graphics and the Ross Carbonite Video Switcher to record a mock news – weather segment that involves chroma key. *Materials: none*

H122　Five Ways to Change Exposure - Without Touching the Camera

Learn what the G & E teams bring to a film production. If the DP wants a specific DOF, but doesn't want to change ISO, Aperture or Shutter speed – the Gaffer and Key Grip will come to the rescue. It's all about controlling light. Learn basic grip skills, and manipulating quality and properties of light. *Materials: bring your own DSLR or mirrorless video-capable camera (optional)*

H123　Creating Pick-Your-Own-Adventure Storytelling

Learn all about the cutting edge of interactive storytelling - a demo of STORYAWAY software and workflow that helps in the creation of your "choose your own adventure" user driven videos. Topics will include writing approaches to interactive fiction, live streaming, and even VR. *Materials: none*

H124　Exploring the R in R-T-F: Creative Podcasting

Add onto your multimedia skill set by learning how to set up and run professional Podcasting sessions. Students will have the opportunity to learn all about audio and video podcasting. Seminar includes a quick overview of Adobe Audition and some basic principles to consider when developing a new show. See how it's done in an actual Podcast booth - and learn tips on how to create great shows at home. *Materials: none*

Featured Sessions from The.DPP at Austin Community College

The.DPP is producing a select group of courses that showcase what their program offers to creatives interested in photography and visual media. Here at The.DPP, students learn the skills and dexterity needed to have a meaningful career and creative practice. Join us for a day in the life of a DPP student by registering for our workshops.

H125　A Day at The.DPP - Die Hard Photo Booth

Who doesn't love a photo booth? Join us for this year's theme- a death-defying skyline inspired by the classic film, Die Hard! Explore the process of conceptualizing, building, shooting and printing on location to create a successful photo booth experience incorporating generative AI imagery with traditional photography. *Materials: digital camera*

H126　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*

H127　A Day at The.DPP - Medium Format Digital + High Speed Sync

Stop motion in its tracks! Capture intricate details of motion with clarity and precision. Join us to explore the possibilities of medium format digital photography and high speed sync in the studio. *Materials: none*

H128　A Day at The.DPP - Atlas of Plastic Lay Flat Workshop

In this workshop we will examine where we live and look at what we leave behind by making art out of it. In the studio at The.DPP, we will learn about flat lay photography and make photographs of your plastic arranged on a flat surface. A great exercise to contemplate our way of life while practicing photographic composition and storytelling. *Materials: The Atlas of Plastic is a project that links plastic trash to a time and place through collection and photography. If you plan to attend this workshop, please collect the trash around a given location (like the street where you live, your school or anywhere specific) and make note of the date and location. Be careful not to pick up anything that looks suspicious or dangerous and wear gloves. Properly dispose of the non-plastic trash and bag up the plastic for our project.*

contests

Students and teachers should carefully note the requirements and supplies listed for each of the contests. Some contests will begin at 11 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.

Environmental Self Portrait Contest (upload)

Locate the flier included with the newsletter to see all of the details, but this is a pre-conference contest for both students and teachers. Entries are due by 6 p.m. on Tuesday, Feb. 27 and should be uploaded to the ATPI contest site. The entry fee is 50¢ per entry for ATPI member schools and $1 for non-members. Images must have been created by the student or instructor in the photograph. This contest does not require registration for the conference in order to enter.

N101   Picture Package Contest (upload)

This contest is an individual competition. Schools may register as many students as they wish. Students will receive an assignment for their photographs the week before the conference on the ATPI website and social media accounts. Students will have until 6 p.m. on Feb. 27 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, any special equipment*

School Portfolio Contest (upload) N102, N103, N104 (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 themes the week prior to the conference. The list will be posted on the ATPI website and social media pages. Students will have until 6 p.m. on Feb. 27 to upload entries to the ATPI contest site. The set will be uploaded under the teacher's name. Each student will contribute one image, which must be taken during the time period between receiving the list of themes and the upload deadline. Entry fee is $25 for the team. *Materials: digital cameras*

N105   Cropped Contest (upload/on-site)

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 the week before the conference; students should upload their photos to the ATPI contest site by 6 p.m. on Feb. 27. The contest will resume at 1:30 p.m. Friday afternoon. *Materials: digital camera*

N106   Digital Image Contest (onsite)

The contest will provide students with a list of categories and two hours to photograph on Friday. Students will need to bring a laptop to download images and select contest entries. No manipulation of the images in Photoshop or other software will be allowed. Schools are limited to three contestants for this contest. This contest will be Friday from 11 a.m. to 1:15 p.m. Entries will be submitted through the ATPI contest site so teachers will need to add them to the active contest prior to Friday. *Materials: digital camera, card reader or cables to connect the camera to a computer for downloading, any special equipment, laptop*

N107   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 1:30 to 3 p.m. *Materials: computer with Adobe Photoshop, USB drive*

Photo Scavenger Hunt (onsite) N108, N109, N110 (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 around the Texas Capitol and two hours to photograph with a single camera. No more than three students on a single team. The contest will start Friday morning at 11 a.m. By 1:15 p.m. 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*

News Video Contest (onsite) N111, N112, N113 (Teams 1-3)

Students will be given a news topic for the video on Friday morning and will have about 23 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 11 a.m. Students must provide a URL for the video by 10 a.m. on Saturday. Entry fee is $25 for each team. *Materials: digital video camera, editing laptop with your software*

Artistic Video Contest (onsite) N114, N115, N116 (Teams 1-3)

Students will be provided a theme for the video on Friday morning and will have about 23 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 11 a.m. Students must provide a URL for the video by 10 a.m. on Saturday. Entry fee is $25 for each team. *Materials: digital video camera, editing laptop with your software*

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 downloaded from the digital cameras by 10 a.m. Saturday. *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 social media accounts, on Thursday, Feb. 15, at 9 p.m. CST. Students and instructors will work together with the given theme within a 72-hour time frame. Teams will post entries on a shareable drive or website and submit the URL to 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.

registration

The 2024 Winter Conference will utilize a WordPress plugin for registration. This plug-in requires a two-step 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.**

Please be sure to confirm students' class choices before submitting the form to ensure they are choosing appropriate classes for their skill level, role and ability to access the required materials.

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.

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.

hotel

This year's hotel block will be at the Holiday Inn Austin. The hotel is just across the street from the ACC-Highland campus as well as multiple dining options.

The block contains singles and doubles. Rooms are available in the block on Thursday, Friday and Saturday nights. All rooms have coffeemakers, mini-refrigerators and televisions. Complimentary wi-fi, fitness center access and a breakfast buffet is included.

Reservations MUST be made by Feb. 7, 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.

Rooms are $129/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 form online. In addition, schools must submit a release form, also online, for each student.

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-Highland.

There will be multiple choices of 50-minute classes on Friday and Saturday that do not require pre-registration and offer a wide range of topics covering all curriculum areas.

On March 1, instructors should register students, drop off release forms and pick up materials in the registration area at the Capitol Complex Underground starting at 9:30 a.m.

There will be an opening session on Friday morning at 10:30 a.m. for students competing in on-site contests. Students competing in on-site contests must be registered and in the proper locations by 11 a.m. or 1:30 p.m. on Friday. Pre-convention contests will be uploaded to the ATPI Contest site and are due at 6 p.m. on Feb. 27. Faculty and Video contests will be due at 10 a.m. on Saturday.

conference shirts

The link to order shirts will be on the conference web page. Orders must be placed by Friday, Feb 9 and paid for with a credit card. No extra shirts will be available at the conference.

Orders can be shipped directly to individuals for a small fee or schools can pick up orders at registration.

Cost is $18.34 for short sleeve and $24.89 for long sleeve. A fee is added for credit card charges. The shirts are a dark grey tri-blend.

Instructors may choose to direct students to the order site and have them pay individually (include the school name in the order) or order for everyone at once.

T-shirt concept by Anna Haley, Texas HS (Texarkana)

Briefs
Best of Texas Vol. 5

Volume 5 of The Best of Texas Scholastic Photography was released at the 2023 Winter Conference last February and since that time over 500 students and ATPI members have claimed their free copies thanks to our publisher, Friesens. We have extra copies still available and are offering them free to 2023-2024 members. But we have also received requests from schools and parents that want extra copies for school libraries or to share with family members. Extra copies are available for $46, which includes shipping. Members and students with work in the book or on the four instructional posters can get their copies by covering postage - $9. Take care of all of these requests by going to https://www.atpi.org/best_of_texas/.

ATPI Committees

If you are looking for ways to get involved with ATPI, consider joining one of the committees. These are a great way to help guide the direction of the organization and help give back to the community.

ATPI has committees for the Winter Conference, Summer Workshop, Membership and Contests. If you are interested in learning more about any of these committees or joining, reach out to the committee chairs.

Also, newsletter contributions are always appreciated. If you are interested in submitting an article or if you have an idea for a future article, email secretary@atpi.org.

Membership Reminder

Have you renewed your ATPI membership yet? You can join ATPI for only $20/year and help support the organization. You can also join TAJE ($40), JEA ($95), SIPA ($30) or the Texas Photographic Society ($40) using the same form on the ATPI website. Note: JEA's membership rate increased as of July 1. If you aren't sure if you have already paid, email info@atpi.org and we'll let you know.