

# Fototechnik Distinctions



## The Guide Book

School of Fototechnik,  
New Delhi

# Guide Book for SoF 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 25 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.

The applicant may be a beginner or an experienced photographer, an amateur or a professional, the Institute's Distinctions will give him/her a direction to concentrate on their work. It will also push them to work harder and attain high standards. This will finally lead the applicant to achieving the Institute's recognition.

### A2 Two Levels of Distinction

Associate (ASoF): At this level the applicant's high technical competence is expected. The applicant's submission must show his/her creative ability and 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 the applicant's competence to handle different situations. However, the set must maintain cohesiveness.

Fellow (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 (Astronomy, Engineering, Medical and Forensic, Geology, Meteorology, and Oceanography.)

Applied (Architecture, Advertising, Fashion, Food, Wedding)

## Part B

### B1 Associate Submission

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

Digital Submission: Digital images must originate as photographs acquired digitally or scanned from film. Alteration and Computer Generation are Subject to Divisional restrictions (not permitted particularly in Nature, Photo Travel, and Photojournalism). Images may be altered, either electronically or otherwise, by the maker; adjustments to enhance images or creatively modify images are allowed providing the underlying photograph is retained in a way that is obvious to the viewer. Images may not be constructed entirely with a computer, and must be the sole work of the author. Images must be submitted as Digital Files and sent through [www.wetransfer.com](http://www.wetransfer.com). 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 as JPG File. 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. A **Proclamation of Intent** that defines the purpose of the work, identifying its aims and objectives. A cohesive body of work that depicts and communicates has to be explained through the Intent.

Within the assessment process a poor statement can lead to failure, whereas, visually, the submission would otherwise be successful. Proclamation of Intent is important because they may indicate whether or not the photographer has a sincere goal. If a Proclamation of Intent is inspiring and worthy, that helps the jury, but if the work still isn't up to the mark then it still won't achieve the distinction. Proclamation of Intent provides a measure of credibility, integrity and consistency to the process. Proclamation of Intent helps the jury to understand the applicant's intended goals, which ensures that the applicant is fairly assessed.

Here the applicants are expected to share their thought process behind the body of work submitted, the applicant's objective and purpose that led him/her to create these images. This will help the panel to view the set of images with the applicant's 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 the applicant feel to share. It should NOT describe the location of work, the historical background of the place and people or the cultural practices of the people. **It only has to explain the intentions of the applicant behind the body of work submitted.** The Proclamation of Intent must also be included in the form of soft file typed and saved as MS Word file.

## **Part C**

### **C1** *Fellow Submission*

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

*Digital Submission:* Digital images must originate as photographs acquired digitally or scanned from film. Alteration and Computer Generation are Subject to Divisional restrictions (not permitted particularly in Nature, Photo Travel, and Photojournalism). Images may be altered, either electronically or otherwise, by the maker; adjustments to enhance images or creatively modify images are allowed providing the underlying photograph is retained in a way that is obvious to the viewer. Images may not be constructed entirely with a computer, and must be the sole work of the author. Images must be submitted as Digital Files and sent through [www.wetransfer.com](http://www.wetransfer.com). 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 as JPG File. 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. A **Proclamation of Intent** that defines the purpose of the work, identifying its aims and objectives. A cohesive body of work that depicts and communicates has to be explained through the Intent.

Within the assessment process a poor statement can lead to failure, whereas, visually, the submission would otherwise be successful. Proclamation of Intent is important because they may indicate whether or not the photographer has a sincere goal. If a Proclamation of Intent is inspiring and worthy, that helps the jury, but if the work still isn't up to the mark then it still won't achieve the distinction. Proclamation of Intent provides a measure of credibility, integrity and consistency to the process. Statement of Intent helps the jury to understand the applicant's intended goals, which ensures that the applicant is fairly assessed.

Here the applicants are expected to share their thought process behind the body of work submitted, the applicant's objective and purpose that led him/her to create these images. This will help the panel to view the set of images with the applicant's 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 the applicant feel to share. It should NOT describe the location of work, the historical background of the place and people or the cultural practices of the people. ***It only has to explain the intentions of the applicant behind the body of work submitted.*** The Proclamation of Intent must also be included in the form of soft file typed and saved as MS Word file..

## Part D

### Sectional Definitions

#### D1 ***Monochrome Definition***

An image is considered to be Monochrome only if it gives the impression of having no color (i.e. contains only shades of grey which can include pure black and pure white) OR it gives the impression of being a greyscale image that has been toned in one color across the entire image. (For example, by sepia, red, gold, etc.) A greyscale or multi-colored image modified or giving the impression of having been modified by partial toning, multi-toning or by the inclusion of spot coloring does not meet the definition of monochrome and shall be classified as a Color Work.

#### D2 ***Pictorial Definition***

Pictorial photography is defined as mainly an aesthetic symbolic record of a scene plus the artist's personal comment and interpretation, capable of transmitting an emotional response to the mind of a receptive spectator. It should show originality, imagination, unity of purpose, a quality of repose, and have an infinite quality about it.

The subject matter is unrestricted for Pictorial images in separate color and monochrome (see above for Monochrome definition). There may be a theme specified approach also.

Entries must originate as photographs (image-captures of objects via light sensitivity) made by the entrant on photographic emulsion or acquired digitally. By virtue of submitting an image, the entrant certifies the work as his or her own and that the maker exposed or created all elements of the final image. *Images may not incorporate elements produced by anyone else (for example: clip art, images or art by others downloaded from the Internet), and include image elements such as skies that are built into software and AI generated images.*

***Attention is drawn to the Statement on Subject Matter which applies to all sections. Editing restrictions do not apply to Pictorial Sections - both Colour and Monochrome.***

#### D3 ***Nature Definition***

Content Guidelines: Nature photography records all branches of natural history except anthropology and archaeology. This includes all aspects of the physical world, both animate and inanimate, that have not been made or modified by humans.

Nature images must convey the truth of the scene that was photographed. A well-informed person should be able to identify the subject of the image and be satisfied that it has been presented honestly and that no unethical practices have been used to control the subject or capture the image. Images that directly or indirectly show any human activity that threatens the life or welfare of a living organism are not allowed.

The most important part of a Nature image is the nature story it tells. High technical standards are expected and the image must look natural. *Objects created by humans, and evidence of human activity, are allowed in Nature images only when they are a necessary part of the Nature story.*

Photographs of human-created hybrid plants, cultivated plants, feral animals, domesticated animals, human-created hybrid animals and mounted or preserved zoological specimens are not allowed. Images taken with subjects under controlled conditions, such as zoos, are allowed. Controlling live subjects by chilling, anaesthetic or any other method of restricting natural movement for the purpose of a photograph is not allowed.

#### **D4 *Wildlife Definition***

In addition to the restrictions on Nature photography, to be eligible for any Wildlife category must meet the following conditions:

- (a) Zoological organisms must be living free and unrestrained in a natural or adopted habitat of their own choosing.
- (b) Images of zoological organisms that have been removed from their natural habitat, are in any form of captivity or are being controlled by humans for the purpose of photography are not allowed.
- (c) Botanical organisms may not be removed from their natural environment for the purpose of photography.
- (d) Images that have been staged for the purpose of photography are not allowed.

***Attention is drawn to the Statement on Subject Matter which applies to all sections***

#### **D5 *Photojournalism Definition***

Photojournalism entries are images with informative content and emotional impact, reflecting the human presence in our world. The journalistic (story-telling) value of the image should receive priority over pictorial quality. Images that misrepresent the truth, such as those from events or activities arranged specifically for photography, or of subjects directed or hired for photography, are not eligible. When Human Interest is specified, those images depict a person or persons in an interactive, emotional or unusual situation, excluding sports action.

#### **D6 *Photo Travel Definition***

A Photo Travel image is a portrayal of the real world we live in, as it is found naturally. There are no geographic limitations.

***Content guidance:*** If the image is predominantly or exclusively a land-, sea- or cityscape, these “scapes” must include characteristic, distinctive and recognizable physical features, although it is not necessary that the image identify the exact location; Images that predominantly or exclusively depict people and their activities must illustrate a distinctive culture of a country, region, or continent; Images that predominately or exclusively depict animal populations are allowed, if the animals are in their native environment and are characteristic of that country, region, or continent; Portraits or other close-ups of people or objects, in addition to meeting the above paragraphs as applicable, must include elements depicting some of the surrounding environment to make it obvious that the image was not taken in a studio setting; Images from events or activities arranged for photography, or of subjects directed or hired for photography, are NOT allowed.

Time exposures are allowed, if they do not dominate the image as a special effect (star trails, for example, are a dominating effect). Highly distorted images such as those produced by fish eye lenses are NOT allowed.

#### **D7 *Applied Photography Definition***

Applied photography covers a broad range of our visual communication and aesthetic culture. Photographs are factual, illustrative, providing pictures of subjects for the purpose of study and education, advertising and publicity, social and cultural applications. The photographs should be sharp subjects with good detail and minimal distractions. The production and dissemination of Applied Photography require having a specific visual identity, one that can assert itself confidently and critically.

#### **D8 *Scientific Photography Definition***

Scientific photography is the use of photography in collecting scientific information and imagery for scientific research and applied sciences like Astronomy, Engineering, Medical and Forensic, Geology, Meteorology, and Oceanography. Scientific photography includes the photographic documentation of visual characteristics of a particular animal species or a type of rock formation or study particular anatomy. In astronomy, long exposures taken with the camera lenses and/or telescopes to reveal objects in the sky that would otherwise be indiscernible to the naked eye. In addition to gathering information, exploring, and learning, scientific photography is used to promote scientific research, interact with the sciences and the general public.

***Attention is drawn to the Statement on Subject Matter which applies to all sections***

#### **D9 *Statement on Subject Matter - applicable to all sections***

The fundamental rule that must be observed at all times and applies to all sections is that the welfare of living creatures is more important than any photograph. This means that practices such as baiting of subjects with a living creature and removal of birds from nests, for the purpose of obtaining a photograph, are highly unethical, and such

photographs are not allowed. Under no circumstances may a living creature be placed in a situation where it will be killed, injured or stressed for the purpose of obtaining a photograph. Images that show live creatures being fed to captive animals, birds or reptiles are not permitted under any circumstances.

There are also concerns about the use of aerial photography, drones, helicopters, low flying aircraft. These should not cause any interference with other individuals or animals which causes a disturbance in their normal activity or disrupt the way any individuals or animals interact with their environment. Applicants for SOF Distinctions must comply with all relevant laws and regulations, associated with aerial photography, in the country in which the image was taken.

Any SOF Distinction application is conditional on accepting these policies. The content of images must comply with the General Conditions and with the section definitions listed in these conditions. Images that - in the sole opinion of the judges - do not comply, will be disqualified so the applicant may be aware of the problem when considering a SOF Distinction application.

Attention is drawn to the Statement on Subject Matter which applies to all sections and to the Editing Guidelines for Nature, Photojournalism and Photo Travel.

## **D10 Editing Guidelines**

Processing or editing must be limited to making the image look as close to the original scene as possible, except that conversion to grayscale monochrome is allowed.

### **Allowed editing techniques:**

- a) Cropping, straightening and perspective correction.
- b) Removal or correction of elements added by the camera or lens, such as dust spots, noise, chromatic aberration and lens distortion.
- c) Global and selective adjustments such as brightness, hue, saturation and contrast to restore the appearance of the original scene.
- d) Complete conversion of color images to grayscale monochrome.
- e) Blending of multiple images of the same subject and combining them in camera or with software (exposure blending or focus stacking);
- f) Image stitching – combining multiple images with overlapping fields of view that are taken consecutively (panoramas).

### **Editing techniques that are not allowed:**

- a) Removing, adding to, moving or changing any part of an image, except for cropping and straightening.
- b) Adding a vignette during processing.
- c) Blurring parts of the image during processing to hide elements in the original scene.
- d) Darkening parts of the image during processing to hide elements in the original scene.
- e) All conversions other than to complete grayscale monochrome.
- f) Conversion of parts of an image to monochrome, or partial toning, desaturation or over-saturation of color

**Editing restrictions do not apply to Pictorial Sections - both Colour and Monochrome.**

## **D11 Submission restrictions**

Photographs already used in the ASoF submission can NOT be reused in the FSoF submission.

Editing images in ways that are not permitted by relevant category definitions, can lead to submission rejection.

Submission of plagiarized images will lead to outright rejection and a ban on future submission. If the plagiarism is identified after the distinction has been awarded, the distinction already awarded will be withdrawn and permanently cancelled.

By virtue of submitting a distinction application, the applicant certifies that he/she has captured and edited all the images in the portfolio and have written the Proclamation of Intent without the direct assistance of any third party. Submitting any Photographs and Text that could be considered the work of others is a violation of the Ethics Policy.

## **D12 Ethics Policy**

General Ethical Standards while applying for Fototechnik Distinctions - it is expected that participants will: Be

honest. Follow the rules and restrictions set out in in this document. Abide by the sectional definitions and editing rules when applying for Fototechnik Distinctions. Not do anything to cause harm to a person, animal or the environment while photography. Providing false or misleading information. Acting dishonestly in any financial matters related to Fototechnik Distinctions. Submitting plagiarized images or text. Unauthorized use of the Fototechnik logo. Using Fototechnik for personal financial gains. Disclosure of confidential Fototechnik information to unauthorized persons. Image Capture Causing harm to others or to living creatures in the process of creating photographs. Organizing or participating in activities that result in breaches of Fototechnik's Statement on Subject Matter. Representing the work of others as one's own (plagiarizing an image) in any circumstance. Manipulating images in ways that are not permitted by relevant Fototechnik Distinction rules (such as the Fototechnik definitions for Nature, Photojournalism and Photo Travel) and entering those images in restricted sections of Fototechnik Distinctions. Providing false information when an Exhibition Chair, or authorised PSA representative, requests a RAW file or other information about a specific image that has been submitted for Fototechnik Distinction. Refusing to provide a RAW file or other evidence to establish the legitimacy of an image when requested by the Fototechnik Distinction authorized official. Violating security mechanisms to obtain photographs used in Fototechnik Distinctions.

## Part E General Guidelines

### E1 How to Apply

- a) Request for the Application form by e-mail to **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. Distinction Application Form dully filled-in (in .pdf/.doc format).
  - ii. Soft file of recent passport size photograph (Size: 2.5 X 3 cm).
  - iii. Application Fee (Proof of Payment).
  - iv. Soft file of "Proclamation of Intent" (in .pdf/.doc format).
  - v. Display Order (2400 pixels on the longer side at 300 dpi in JPEG format).
  - vi. Submission of Evidence (all images in 2400 pixels on the longer side at 300 dpi in JPEG format).
- c) All documents and submission of evidence MUST be sent to the Registrar of Distinctions to [fototechnik@gmail.com](mailto:fototechnik@gmail.com) using [www.wetransfer.com](http://www.wetransfer.com)
- d) Please do not send anything on WhatsApp, Distinction Application, Submission of Evidence and other documents if sent on WhatsApp will not be considered.

### E2 Fees

#### Distinction Application Fee

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

Associate Distinction Application Fee: █████000/-

Fellow Distinction Application Fee: █████000/-

All School of Fototechnik Alumni are entitled to a concession of █████0/- on the Distinction Application Fee.

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

### E3 Mode of Payment

All payments are to be made by Online Bank Transfer and the document of the successful transfer (Proof of Payment) must also be sent along with the submission. **Contact the institute on Mobile Numbers +91-9810356130, +91-9868988650, for online payment of the Distinction Application Fee.**

### E4 Copyright

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

### E5 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.

## E6 **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.

## E7 **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.

**E8 *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.

## E9 **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.

## E10 **Delivery of Documents and Evidence**

Soft File - .pdf/.doc, of the Completed Application Form, Digital files of the Evidence for Submission, Digital file of Passport size photograph MUST BE SENT TO fototechnik@gmail.com using [www.wetransfer.com](http://www.wetransfer.com) on or before the closing date.

**Contact the institute on Mobile Numbers below for online payment of the Distinction Application Fee.**

## E11 **Distinction Chairman**

**Sanjay Kumar**, APSA, ARPS, FSoF, FIIPC, FCAI  
**B-88, Surya Nagar**  
**Ghaziabad 201011**

## E12 **Distinction Secretary**

**Tirtha Dasgupta**,  
*HonPSA, SPSA, ARPS, FBPS, EFIAP, AISF, AIIPC, G.APS, Hon.FPSNJ, Hon.FSoF, Hon.FICS, Hon.GMPIPC, Hon.PESGSPC, Hon.EFMPA, GPS.PESGSPC.*  
**Founder Director, School of Fototechnik**  
**fototechnik@gmail.com**  
**Mobile: +919810356130, +919868988650.**

## E13 *This Guidebook has been issued by*

**The Distinctions Department**

**School of Fototechnik**

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