

# Art Calls Addendum

## Photography

### **Q1. How do I submit a signed release form if the form is an on-line form?**

1. Please print the form.
2. Have each recognizable person depicted in your photos fill out and sign the form.
3. Either scan or take a clear and legible photo of the form (save as a jpeg or pdf form)
4. For clarity, include the Title of the photo (or a shortened version) in the name the jpeg or pdf file.
5. Include this file with the rest of your submission.

### **Q2. How do we submit a release of multiple people and multiple pictures?**

A2. Each recognizable person (subject) in a photograph must sign a release form. Name the files as you save them with the name of the main photograph and then the subject's name.

*EXAMPLE:*

*My main photograph filename is "FOH\_SquarePhoto.jpg". There are two people in the photograph.*

*FOH\_SquarePhoto\_Smith,John\_Release.jpg*

*FOH\_SquarePhoto\_Doe,Jane\_Release.jpg*

### **Q3. How can you prove the portrait is taken in Hagerstown?**

A3. We want high-quality, artistic, candid photos of residents. It is not necessary to include familiar Hagerstown references or sights in your images. Participants are trusted to observe the rules. Compliance may be verified through random spot checks. Participants who violate the rules could see all their entries disqualified.

### **Q4. Who will judge the photo contest?**

A4. A group of visual arts and photography professionals and educators will judge the photo contest based on artistic and technical merit and overall impact according to the entry standards listed in the call. We anticipate that the jurors will be announced on or before March 1, 2017. The majority will not be from Hagerstown to avoid any conflict of interest.

### **Q5. Do you have a selection process for jurors that I can share with anyone who might inquire?**

- A5. Besides pro-level skills and experience, considerations for this selection panel will include:
- a demonstrated ability to work well within a group setting
  - broad experience working with people of all ages and backgrounds
  - balancing the panel itself by age and background

**Q6. As a professional photographer, I have a concern about giving the city a royalty free license to the photos. The city can use the photos for other purposes than the cultural trail without compensation. I do not want to give up my photos**

A6. To be clear, no entrant is asked or required to give up their photos or the copyright to their photos. The entry form clearly states that you retain the copyright to your image. You are asked only to provide a non-exclusive license to the city to publish or reproduce your image (with a credit to you as the photographer), but this license places no restrictions on your use of your image whatsoever.

Selected photos will be part of a prominent public display at the entrance to the Hagerstown Cultural Trail. The City will promote the Trail over time, and it may be photographed repeatedly for the next few years, appearing in whole or in part in any number of different publications or used in other marketing of the Trail and Hagerstown – like any prominent public artwork. Public artists customarily sign a license to the City to allow these uses. The City is requesting a nonexclusive royalty-free license from participants, including commercial uses, because:

- it needs the freedom to take advantage of every opportunity to promote the work and the city and to tell its story, and some opportunities may look like commerce.
- it cannot predict or control how photographs of the exhibition will be used over time.
- as in larger national photo competitions, the license plays a critical role in limiting the legal exposure of the sponsor on a broad range of issues, including unforeseen ones that may arise in the future in forms of media that have not even been invented yet.

We understand if some photographers decide not to participate because they are uncomfortable with this provision.

The licensing language of the call was recommended by the City's art consultant team for the Trail (including a professional photographer and veteran public artist) who have long participated in the various discussions on copyright, licensing, and photo competition rules in the national photography and public art fields. The art consultants firmly believe that no responsible municipality or media outlet would or should consider partnering on a photography competition without a blanket license to the sponsor, provided there is no exclusivity and no copyright transfer.

**Q7: Can you suggest any winning tips or strategies?**

1. Photographing people well is about more than placing them in good light and capturing a nice expression. Do not be afraid to experiment. Think out of the box. Photojournalists find many ways to make their portraits leap out at readers, perhaps by creating a

dynamic tension between the primary elements in the image, or by composing it with a sense of movement or flow that leads the eye through the frame, or by choosing an unexpected viewpoint, such as shooting up from a low angle or coming close to the subject to create intimacy. Notice these strategies in the media and experiment with them.

2. You are free to frame or crop your image in any way you wish to strengthen its composition or focus.
3. The selection panel wants images that reflect the rich diversity of Hagerstown. Finding and focusing on subjects you suspect others may overlook — whoever they are — could give your images an edge.
4. Digital cameras need a lot of light to do their best. Shooting in low light (such as in a dark room) can make your image grainy and reduce photographic quality. Open blinds, turn on lights, do what you can to throw light where you want it.