

**2012**

# **EAST MIDLANDS IN BLOOM**

## Digital Photography Competition for Schools

### New theme for 2012

East Midlands in Bloom aim to encourage young people to develop a caring attitude towards their environment and through this media of digital photography, it is hoped they will explore and be inspired by it. We hope this theme will encourage children to look at ways they can support wildlife, explore their school grounds and increase their understanding of the importance of wildlife and its needs, in addition to composing a good quality photograph.

On page three we have included ten tips for taking good photographs from our competition judge, which we hope you will find useful.

#### THE THEME

The new theme for the competition in 2012 is "*Nature and Encouraging Wildlife*".

In the first two years of the digital photography competition we have been very impressed with the photographs featuring wildlife and have therefore decided to make it a specific part of the 2012 competition, although photographs do not have to include wildlife, as explained below.

The theme can be interpreted in a number of ways with photographs of birds, butterflies, bees, ladybirds, frogs and any other wildlife that can be spotted in your school grounds, in nature reserves, parks or in the children's gardens at home. Encouraging wildlife might include photographs of children making or looking after features for wildlife, such as bird tables, nesting boxes, bug hotels or the features could just be photographed in their natural setting. Other activities to encourage wildlife could include planting trees and flowers. Photographs could also feature woodland areas, wildflowers and ponds.

#### COMPETITION RULES

1. The competition is open to all school-aged children and is divided into the following classes:  
Class A - Reception, Years 1 and 2  
Class B - Years 3, 4, 5 and 6  
Class C - Years 7 and above
2. All entries should be colour photographs of A4 size (210mm x 297mm) and un-mounted. Photographic quality paper need not be used for printing as long as the paper is of reasonable quality. If the quality of your printer is not reproducing your photographs as sharply as they appear on screen, it will help the judges if you submit your photos on disc as well. For all winning photographs we will require an electronic version that can be used for the EMiB Awards Presentation in September.
3. Each photograph must be a pupil's own unaided work and each child may only enter one photograph.
4. Only the following digital photography enhancement techniques may be used:  
Cropping, straightening, colour boosting and red eye correction.
5. For any photograph featuring children or vulnerable adults, consent must have been given to the school by a parent, guardian or carer for photographs to appear on public display or in the media.

6. The name of any public garden, nature reserve etc and location of all gardens photographed must be included on the entry form.
7. A completed entry form must be attached but not glued to each photograph. A pupil's name or the name of their school must not appear on the front of the photograph.
8. The judges' decision will be final and East Midlands in Bloom reserves the right to reproduce, in any form, the winning photographs without seeking individual permission.
9. No responsibility can be taken for loss or damage in transit or during judging.

#### NUMBER OF ENTRIES

While we hope as many children as possible will take part, with the large number of schools in the region, we hope you will help the judging process by selecting your best photographs to enter, although there is no restriction on the total number of entries that may be submitted.

#### CLOSING DATE

The closing date for entries is **Friday 8th June 2012**.

Please send entries in a hard backed A4 sized envelope or similar to prevent damage in transit to:

Mr. Ashley Franklin  
East Midlands in Bloom Digital Photography Competition  
13 Bank Buildings  
Milford  
Derbyshire  
DE56 0QJ

If you would like your photographs returned please include an addressed return label including correct postage with your entry.

#### THE WINNERS

The judges will award a prize and first, second and third certificates in each of the classes. The winners of each class will be invited to the East Midlands in Bloom Presentation of Awards on 12<sup>th</sup> September 2012 in Spalding, Lincolnshire, and all the winning entries will be displayed at this event.

The winners will be contacted during the school summer holidays. Other certificates will be sent to schools after the awards ceremony. Presentations in school by "In Bloom" representatives can be arranged for individual schools if you would like this to happen.

Entry forms for the Digital Photography and Children's Painting Competition can be found on the East Midlands in Bloom website:

[www.eastmidlandsinbloom.co.uk](http://www.eastmidlandsinbloom.co.uk)

# East Midlands in Bloom Digital Photography Competition for Schools

## 10 TIPS FOR TAKING GOOD PHOTOGRAPHS

1. Always make sure the main subject of the photograph is in sharp focus. If out of focus take a step back and take the photograph again. Good quality cameras produce the best close up pictures – if a close up subject is blurring, move further back.
2. If a breeze is causing the subject to move wait until it is still before taking your photograph.
3. Hold the camera steady to avoid blurring caused by camera shake.
4. Don't take photographs looking into the sun – this causes flare and will make a blue sky look white.
5. Early morning or late afternoon provides the best light for taking photographs.
6. Check the background – look behind your subject and avoid too much clutter.
7. Make use of cropping so that your subject fills the photograph – ask yourself “What do I really want in my photograph?” And if your camera is set to show an automatic date and time on your photograph switch this off.
8. By looking at your subject from a variety of positions around it you will see where to take the best possible photograph.
9. If you take a photograph with the shutter wide open this puts the background out of focus, while keeping the subject in focus.
10. Use the best quality printer you have available to print your photograph.