

NCPF Judge's Refresher and Recruitment Day

2nd April 2023

Timetable



- 10:00 – 10:10 Start, safety and introductions
- 10:10 – 11:10 Good judging and presentation skills
 - 11:10 – 11:25 Tea/Coffee break
- 11:25 – 12:25 Avoiding judging pitfalls
 - 12:25 – 13:10 Buffet Lunch
- 13:10 – 13:30 Best practice for Judges and Secretaries
- 13:30 – 14:00 Judging – the first year
 - 14:00 – 14:15 Tea/Coffee break
- Judges and Secretaries free to leave
- 14:15 – 15:15 Potential Judges presentations
- 15:15 – 15:30 Q&A and close

NCPF Judge's Training Day

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BASICS OF PRESENTATION

Richard Speirs



Accessing Attitude

- **Memorable Speakers?**
- Was it their technical knowledge or their attitude, approach or disposition?
- Peak Performers are 80% attitude and 20% technical knowledge
- Training is usually the reverse

Selling Yourself

- **Communication**

- 58% Body Language – facial expression, gestures and posture
- 35% Vocal - tone of voice, *monotones are an insomniacs best friend*, pacing, use sentences and pauses
- 7% Verbal - Choice of words – avoid jargon- be accessible not clever

Body Language

- Be open – relaxed hands, arms and legs – not crossed.
- Smile - look at all of your audience, *not just obvious wigs etc.*
Don't look at the ceiling or the back wall of the room as this will unsettle your audience.
- Avoid Barriers – Don't hide behind tables, lecterns.

If you appear relaxed so will be the audience

Nerves

- The time you stop having nerves is the time to pack in!
- Prepare, rehearse, practice breathing, use pauses. Read your audience.
- NEVER apologise for being new, not knowing the subject etc. That guarantees an instant loss of audience support.

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Good Judging

Richard Speirs



Please Remember

Every picture you are asked to judge has meant something to the photographer who took it.

They all deserve respect.

Focus

- **Don't focus on what's wrong with a picture**
 - Analyse – don't criticise.
 - Suggest changes but don't dictate.

Stating the obvious

- Don't merely describe to the audience what the picture contains

They can already see that it's a tree with a sky and mountains or whatever.

Try to extend your vocabulary to avoid the word "NICE"

Wot are you looking at?

- Your audience deserves respect. Please look at them when commenting. Don't stand with your back to them facing the screen.
- If you are judging prints please refer to them and not to any displayed digital version. Entrants will want to know what you thought of their paper choice and their quality of printing.

Evaluation criteria

Evaluate on the basis of:-

- | | | |
|---|----------------------------------|----------|
| 1 | Communication of an idea/feeling | 50 – 60% |
| 2 | Content | 30 – 35% |
| 3 | Construction (technical) | 10 – 15% |

Communication 50 -60%

- **Statement/story, interpretation**
- **Appreciation of all art should be an emotional exercise rather than an intellectual one .**
- **It is the buzz or tingle we experience on seeing a good photograph which should be at the heart of judging.**

Interpretation

- **A good photographer brings out the best of what he/she photographs**

As a musician interprets a composer's work.

- **Even ambiguity of a picture can be an asset in that it provides a canvas on which the viewer can place their own imagination and feelings**

Content 30-35%

- **Lighting**
- **Background**
- **Colour**
- **Timing**
- **Movement**
- **Composition**
- **Pattern/texture**
- **Format** portrait, landscape, letter box, square.

Technical 10-15%

- **Handling of tonal range and colour rendition**
- **Exposure**
- **Sharpness**
- **Printing quality** choice of paper
 - appropriateness of colour or monochrome
- **Use of a technique to improve the picture rather than to purely demonstrate knowledge of it**
- **Presentation**
 - mounting/masking.

Consistency

- **Where clubs require marks for each picture it is important to be consistent.**
- **Don't overpraise a picture and then give it a low mark.**
- **Try not to give a brief appraisal and then a high mark.**
- **Your audience will appreciate knowing why you gave a top score.**

Keep Learning

- Enter National and International competitions to see what happens in the wider world.
- Visit any Photo Exhibition you can.
- Make use of online lectures to learn techniques.
“Camversation” has a good range of speakers and topics.
- Be aware of fashion changes in photography. Do you know what ICM means?

To Sum Up

- **Your prime role is to provide an enjoyable evening at the club you are visiting, just as you would like at your own club.**
- **Be fair, pleasant and helpful, try to read pictures to appreciate why they were taken.**
- **Don't condemn or be destructive in your comments.**
- **It's important to be welcomed wherever you go and be re-invited.**

