

**2021 MICHIGAN SKILLS USA CHAMPIONSHIPS
TASK AND MATERIALS LIST**

SKILL OR LEADERSHIP AREA: PHOTOGRAPHY

CONTEST LOCATION:

Online April 10, 2021

8:00 a.m. – 4:00 p.m.

The popularity of digital photography has swept our nation and digital images are used in all aspects of communication in our life. Digital cameras are available to the masses, but only a few will step forward and produce clean, clear, and meaningful images that tell a story. The talented photographer can see the differences before they shoot, have the ability to correct the image if needed, and manage the workflow.

In this digital photography competition, students will be asked to demonstrate proficiency in camera controls, create compositions, enhance images through manipulation, and use/understand the basic digital workflow in Photoshop. Students' craftsmanship for print competition will also be evaluated.

1. Print Competition: Theme: (200pts)

Student will have two photos shot pre competition date.

- i. Photo 1 – **Portrait - tonal adjustments only**
Print#1 Portrait: Headshot
A headshot in which the focus is on the person. The term is applied usually for professional profile images on social media or the 'about us page' or a corporate website and promotional pictures of actors, models, and authors.
- ii. Photo 2 – **Product – any photoshop editing is allowed**
Print#2 Product: Cell Phone product photography
Product photography is taking pictures using specific techniques to accurately and attractively represent your website's products. Great product photography increases conversions by enticing shoppers to purchase your product.
- iii. The photos should be named:
Contestant.number.printcomp.photo1 or 2.tiff
Leave all layers open - do not flatten layers
- vi. The photos should be sized 11x17 at 150dpi

Students will upload both pictures to judges.

2. Field Assignment: Theme: To be announced at competition day. (125pts)

Students will use a DSLR camera to perform on-site photography, submit the original files on a contact sheet, then after slight clean up and enhancement turn in ONE final images. The students' assignment is to communicate a message that evokes emotion through their images. Judges will be looking for great composition, creative subject choices, and interesting camera angles.

- i. 12 images on two contact sheets
contact sheet name contestant.number.FS.tiff
- ii. 1 final image with basic tonal adjustments only.
- iii. Final image is sized:
8.5 x 11in at 150dpi
- iv. Final image naming:
contestant.number.field.assignment.final.tiff
do not flatten layers - leave all layers open
- v. Contact sheet sizing:
- vi. Contact sheet naming

2.1. Conceptual Image: Theme announced at competition: (125pts)

Students will use their pictures from the field shoot to create a conceptual image.

Students will upload final image and conceptual image to judges.

3. Written Test: test presented at competition (100pts)

Students will be given a written test covering basic photography knowledge.

Students will upload completed test score sheet to judges.

4. Interview: times arranged at completion (100pts)

An interview or exit interview will be performed to demonstrate an ability to communicate and articulate their photographic work.

5. Digital Troubleshooting: test provided at competition (100pts)

Students will be presented a selection of "prints" that will highlight specific problem areas. Students will match the problem with the image.

Students will upload the score sheet back to the judges.

6. Photoshop Test: test provided at completion (200pts)

Students will be presented with a problem that will require the use of photoshop to fix the problems.

Students will upload images to the judges.

7. Resume: Turn in the morning of the competition (50pts)

Each student must submit a one-page resume at the start of the competition.