



National Photography Festival

Objectives	Learn, Apply & Inspire
	<p>Participants will be able to:</p> <p><u>Learn</u> Learn the knowledge, technical abilities and creative skills in the craft of the Art of Photography; guided and nurtured by Photography Mentors.</p> <p><u>Apply</u> Apply photography knowledge through inspirational sharing by Photography Experts to themed Photography settings.</p> <p><u>Inspire</u> Inspire others on photography through showcasing of photographic images with the community.</p>
	<p>Through nurturing and mentoring in the Photography Festival, we hope that the participants are able to learn, apply and inspire others in the Art of Photography and inculcate a sense of appreciation for the community and environment.</p>

Target Group: Primary School students who are interested in Photography

Pre-requisites: Able to use a DSLR camera

Time Frame: Term 3 to Term 4

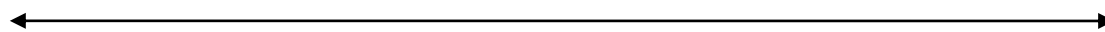
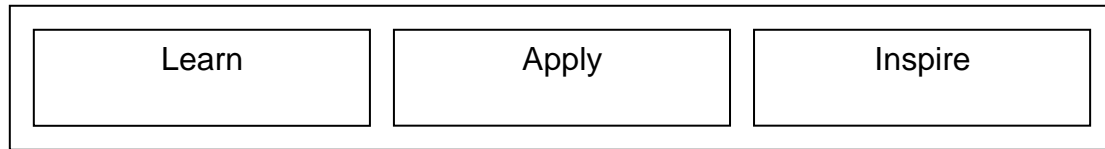
Short Term Goal: Showcases of collective images of the communities. (Portraying uniqueness of the community).

Long Term Goal: Showcases of collective images of the communities of all the zones in Singapore.



NATIONAL PHOTOGRAPHY FESTIVAL
PRIMARY SCHOOLS

Photography Festival



Term 3 to 4

1) General Information

- a) Target group
 - i) All Primary Schools
 - ii) Primary School students only
 - (1) **Only 4 student + 1 reserve** per school
 - (2) Accompanied by 1 Education Officer (Teacher) + 1 ICT Trainer (optional)
- b) Pre-requisites
 - i) Able to use DSLR or Point & Shoot camera
- c) Time Frame
 - i) Photography Festival: Term 3 to Term 4
 - ii) Registration starts from 2nd May 2016
- d) Venue
 - i) According to Learn, Apply & Inspire venues.
- e) Registration: Intention to participate
 - i) Through google doc: <http://tinyurl.com/photofest2016>
- f) Fees
 - i) No fees required.
 - ii) Please take note that respective schools have to bear transport claims during the Apply stage.

g) Briefing

- i) For teachers in-charge only. No students required.
- ii) Tuesday, 24th May 2016 **from** 2.30pm to 4.00pm **at** Edgefield Primary School, Maths Resource Room Level 1.
- iii) Address: Edgefield Primary School. 41, Edgefield Plains Singapore 828869
 - (1) Limited carpark lots
 - (2) Alternative carpark is HDB public carpark beside and opposite the school.
- iv) Briefing will cover items listed in this attachment for clarity based on the National Photography Festival.

2) Learn Stage

- a) Period: From current date till Apply Stage (11th July 2016)
- b) Photography Facilitators
 - i) Canon will be sending Photography Facilitators to teach students the knowledge, technical abilities and creative skills in the craft of the Art of Photography.
 - ii) School representative need to confirm day and date of lessons with Canon
 - (1) Only one workshop session per school
 - (a) 1 session of 3 hrs will be conducted from Term 2 and will be conducted on-site in your school's premise.
 - (b) Subject to availability and Canon's schedule.
 - (c) Minimum of 15 students. Maximum of 25 students.
 - (i) Please contact Mr David Yeo at David_Yeo@canon.com.sg directly for this workshop and other arrangements pertaining to the workshop.
- c) Equipments
 - i) Camera used will be DSLR.
 - ii) Canon will be loaning DSLR cameras to the participating schools to facilitate learning at this Learn Stage during the lesson workshop only. Ratio of student to camera is 1:1

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- iii) In addition to the theory lessons, there will be a practical shooting session.
The practical session will be followed by a review and sharing session.

3) Apply Stage

a) Location

- i) Report at Taman Jurong CC

Address: 1 Yung Sheng Rd, 618495

Half Day event

(1) Saturday, Term 3 Week 5, 30th July 2016

(2) Time: 0900hrs to 1330hrs. (Registration is at 0900hrs)

- b) Wet weather: In case of any wet weather condition, the event will still continue.

- i) Suggestion: E.g. you can capture emotions of people or activities during wet weather.

c) Agenda

- i) 3 parts (4 hours)

(1) Part 1 (30 mins) : Inspirational talk by Photography Expert from Canon

- ii) Location: Taman Jurong CC (Multi-purpose Hall)

(a) Students and teachers will be seated.

(2) Part 2 + Part 3 (3½ hours)

Part 2: Application of talk to themed photography.

(a) Group will travel around the Taman Jurong community to take pictures during the Application Session.

- (i) Group will consist of:

1. 4 student participants + 1 reserve (if 1 participant is not available on actual day) with 1 Education officer (Teacher).

a. Reserve need not come on actual day if you have full attendance of 4 student participants.

(b) Can take any mode of transport.

- (i) E.g. Public Bus

(ii) Please take note of students' safety

1. Teacher Student Ratio



2. Type of transport

(c) Equipment:

(i) Since students have learnt to use DSLR camera during the Learn Stage, school are advised to use DSLR Apply Stage. However, we do accept photographs taken from non-DSLR cameras.

1. External lens can be used to create effect e.g. macro

(ii) No restriction to number of DSLR used by students.

(iii) Canon can only loan one DSLR camera to each school only (standard kit). – Upon request on a first come first serve basis.

(d) Please bring along memory card adapter to transfer the files for Part 3 (Uploading).

(e) Pictures taken will be based on:

(i) 4 photos

(3) Part 3: Photo Uploading

(a) Uploading and submission of photos

(i) Submission of photographs will be through Edgefield Primary submission counters at the Multi Purpose Hall.

(ii) School **must bring own laptops** for:

1. Choosing photographs for submission.

2. Filling in Namelist entry.

3. Editing of pictures (if any)

4. Edgefield Primary School **will not be** providing any laptops.

(iii) 4 photos from each school.

(iv) Unique number code for each school

1. It will be stated on the day of event

a. E.g. 01_1.jpg, 01_2.jpg, 01_3.jpg, 01_4.jpg

2. No school names are allowed.

(v) Photo editing (Optional)

1. Editing is allowed on the day of event based on the following only.



- a. Brightness and contrasts
 - b. Levels
 - c. Colour Balance
 - i. Black & White allowed
 - d. Crop
 - e. No other effects
 - i. E.g. Words, gradient, using layers etc.
 - ii. No HDR or using effects from camera itself
2. Editing can be done through use of personal laptop or respective schools' laptops with any editing software.
- a. Alternative software, such as GIMP download software can be found at <http://www.gimp.org/>
 - b. 4 photos i.e. 1 photo: 1 photographer
 - i. Name & Age for each photographer
(Edgefield Primary will email the excel spreadsheet for participating schools to fill in, so that schools will submit the details together with the photos).
 - iii) Each picture from different student.
- d) Copyrights
- i) By submitting the photos for this National Photography Festival, the copyrights will belong to the convener, Edgefield Primary School. Should there be any published photographs, the school involved will be informed through written or email.
 - ii) 2016: Taman Jurong Community Club will be using any of the photographs for the community use.
- e) Budget
- i) Please take note that respective schools have to bear transport to Taman Jurong CC and during the Application session (should there be any e.g. Public Bus Transport Fare).
 - ii) Lunch (Packed Lunch) will be provided by Edgefield Primary during the Photo Uploading (Concurrent session)



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- (1) Meals are certified Halal.
 - (2) Please indicate if there is any vegetarian amongst the 4 pupil participants or teacher/s accompanying.

f) Theme

i) 2016: Uniquely Taman Jurong

- (1) One school: 4 best photos that capture the uniqueness of the Taman Jurong Community. Please see Annex A for boundary. Within BLUE boundary only.

(a) Theme 1: Nature

- 1. Flora and Fauna,

(b) Theme 2: Landscape

- 1. Landscape photography

(c) Theme 3: People

- (i) Family Bonding

(d) Theme 4: "Taman Jurong Memories"

- (i) Please take note that Theme 4 MUST come from any of the one stated below.

- 1. Chinese Garden
- 2. Japanese Garden
- 3. Former drive in cinema
- 4. Former Yaohan/Ice skating rink
- 5. Jurong Bird Park
- 6. Science Centre
- 7. Diamond block

- (e) Details for each of the 4 photos.

- (i) Name & Age of the photographer

- (f) Participating schools are advised to plan their journey prior to event.

- (i) Take note of transport available
- (ii) Take note of the elements of uniqueness in Taman Jurong
- (iii) Take note of the time taken travelling
- (iv) Take note of the safety of the students whilst on the move

g) Judging Criteria

- i) Judges: 4 representative from Canon, SOAP and MPA, 1 representative from Taman Jurong Community Club ¹ with the presence of Edgefield Primary School Photo Council.

(1) Criteria: Technical Proficiency + Visual and Aesthetic Impact + Content & Subject Matter

(2) Technical Proficiency

- (a) Exposure Focus/Sharpness
- (b) Depth of Field
- (c) Colour and tonal rendition
- (d) Contrast
- (e) Lighting

(3) Visual and Aesthetic Impact

- (a) Framing and choice of viewpoint
- (b) Background
- (c) Design elements and principles

(4) Content & Subject Matter

- (a) Emotion
- (b) Mood Feeling
- (c) Symbolism, Metaphor
- (d) Meaning
- (e) Relevance
- (f) Subject impact

- ii) Result: Term 3 Week 7 (Friday, 12th August 2016) at 3.00pm - 5.00pm at Taman Jurong Community Club.

4) Inspire Stage

a) Location

- i) Report at **Taman Jurong CC**

Address: 1 Yung Sheng Rd, 618495

b) Date, Time & Place



- i) Showcase of photos:
 - (1) 1 Weekend of display
- ii) Prize Presentation
 - (1) Term 3 Week 7 (Friday, 12th August 2016) at 3.00pm - 5.00pm at Taman Jurong Community Club.
- c) Showcase
 - i) Showcases of 4 best photos from each group.
 - ii) Prize presentation
 - (1) 1st , 2nd & 3rd Prize: 1 Canon DSLR
 - iii) Please note that the prize stated above is presented to the school.
 - (1) Only one camera per school who receives (1st, 2nd and 3rd)
 - (2) Other Prizes
 - (a) Group Category
 - (i) 1st, 2nd, 3rd
 - (ii) Special Mention
 - (b) Individual Category
 - (i) Top tier individuals
 - (c) People's Choice via Facebook voting
 - (i) Please garner support
 - (ii) Through Taman Jurong CC Facebook
 - iv) JPAS Award presentation
 - (1) To JPAS awardees
 - v) All student participants will receive certificates.
- d) Target Group
 - i) Participating schools
 - ii) Guest Of Honour: Adviser for Taman Jurong CC
 - (1) (Subject to change).
 - iii) Canon representative
 - iv) Taman Jurong CC representative
 - v) School Leaders
- e) Photo prints



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- i) Canon will printing the Photo for participants while Edgefield Primary will be printing for the Exhibition.

¹ Representative Judges subject to change

² Prize DSLR camera model subject to change but of cost equivalent.



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Annex A

Within BLUE boundary ONLY

