Digital Photography: Professional Business Portraits

Category: Prejudged Projects and Presentation
Type: Individual & Team

Background

Professional business portraits are ideal for everything from business cards to annual reports and are perfect for adding a personal touch that establishes trust and moves stakeholders closer to an organization's brand.

There are many effective applications of professional business portraits, including:

- *Social media*
- *Marketing*
- *Advertising and publicity*
- *Corporate Websites*
- *Corporate communications and investor relations*
- *Employee/member/associate recognition*

Event Overview

Two (2) parts: a prejudged project <u>and</u> a presentation. Competitors must complete both parts for award eligibility.

Topic: Digitally capture and present three (3) impactful and creative **professional business portraits.** The competition entry <u>must</u> include each of the following **professional business portraits:**

1. **Business headshot**

   - The composition of the **business headshot** <u>must</u> be either a head-and-shoulders <u>or</u> bust-up portrait of a single subject.

- The subject <u>must</u> be dressed in appropriate professional attire for the organization they represent.
- The background for the portrait <u>must</u> be appropriate for a professional **business headshot.**
- The **business headshot** will be judged on lighting, exposure, composition, impact, and professional quality of the final product.

2. **Environmental business portrait**

- The composition of the **environmental business portrait** <u>must</u> be a head-and-shoulders, bust-up, waist-up, or full body shot of a single subject.
- The subject of the **environmental business portrait** <u>must</u> be photographed in the environment in which they work.
- The **environmental business portrait** <u>must</u> give the viewer a sense of the personality of the subject as well as a sense of the personality of the workplace, and <u>must</u> communicate a connection between the two.
- The **environmental business portrait** will be judged on lighting, exposure, composition, background environment, depth of field, impact, creativity, and professional quality of the final product.

3. **Business group portrait**

- The **business group portrait** <u>must</u> be composed of three (3) or more subjects from the selected organization.
- The composition of the **business group portrait** <u>must</u> be a full body shot of each subject.
- The setting for the **business group portrait** <u>must</u> be the environment in which the subjects work or an off-site environment where the organization conducts its business.
- The **business group portrait** <u>must</u> communicate the subjects' relationship with their organization and with each other.
- The **business group portrait** will be judged on lighting, exposure, composition, background environment, depth of field, impact, creativity, and professional quality of the final product.

Event Guidelines

Specific Guidelines

- Competitors <u>must</u> submit a <u>final</u> edited/processed JPEG file for each of the three (3) required **professional business portraits** <u>for pre-judging</u>.

- Competitors <u>are not required</u> to submit the <u>original</u> unedited/non-processed image files <u>for pre-judging</u>; however, the original unedited/non-processed image files should be used for the <u>presentation portion</u> of the **professional business portraits** competition to demonstrate the use of the image editing/processing tools used.
- All submitted image files <u>must</u> be properly labeled for ease of identification, storage, and retrieval.
- For the **Digital Photography: Professional Business Portraits** competition, emphasis will be placed on essential camera functions, photographic compositional techniques, and image editing and post-processing.
- Competitors should closely review the **Digital Photography: Professional Business Portraits** project and performance rating sheets to ensure that all judging criteria are fully addressed.

Prejudged Projects and Presentation Guidelines

Project Guidelines

- Competitors <u>must</u> complete all requirements of the **Digital Photography: Professional Business Portraits** competition:
    - Planning/pre-production
    - Photo shoot/production
    - Image editing and processing/post-production
  Advisers and others are not permitted to help.
- Competitors <u>must</u> submit signed and dated model release forms for <u>all</u> subjects photographed for the **Digital Photography: Professional Business Portraits** competition. <u>All</u> minors photographed for the **Digital Photography: Professional Business Portraits** competition <u>must</u> have their signed and dated model release forms co-signed by a parent or guardian. **PHOTOGRAPHS OF ANY INDIVIDUALS FOR WHOM A SIGNED MODEL RELEASE FORM HAS NOT BEEN SUBMITTED WILL BE DISQUALIFIED.**
- Individual names of any and all photographic subjects <u>must not</u> appear anywhere within any submitted photograph. **PHOTOGRAPHS WHEREIN SUBJECTS ARE IDENTIFIED BY NAME WILL BE DISQUALIFIED.**
- Competitors are expected to follow all applicable copyright laws.
- Any trademarks, logos, or intellectual property not created by the competitor <u>must</u> be supported by proper documentation and approvals.
- Project <u>content</u> is prejudged prior to regional and state competitions. Project <u>presentations</u> are judged at regional and state competitions.
- Projects submitted for competition become the property of FBLA/PBL. These projects may be used for publication and/or reproduced for sale by the state or national association.

Performance Guidelines

- Presentation of the entry <u>must</u> be conducted by competitors who completed the requirements of the **Digital Photography: Professional Business Portraits** competition.
- Visual aids related to the project may be used; however, no items may be left with the judges or audience.
- Final performances may be open to conference attendees, space permitting. Finalists may not view other competitors' performances in their event.

> **Performance Timeline**
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> **Equipment Setup**: 5 minutes
> **Performance**: 7 minutes
> **Warning**: At 6 minutes
> **Time's Up**: At 7 minutes
> **Penalty Over Time**: 5 pts
> **Q & A with Judge(s)**: 3 minutes

Technology Guidelines

- Five (5) minutes will be allowed to set up and remove equipment or presentation items used for the performance portion of the **Digital Photography: Professional Business Portraits** competition.

Penalty Points Deducted by Judges

- Five (5) points will be deducted if competitors do not follow the FBLA/PBL dress code.
- Five (5) points may be deducted for presentations over the allotted time.
- Five (5) points may be deducted for not following guidelines.