

## SASKATCHEWAN CRAFT COUNCIL

### PHOTOGRAPHY

#### CRITERIA

##### ***DEFINITION***

A photograph, if to be sold and/or exhibited under the Saskatchewan Craft Council name, must show the originator's competence in arranging composition in a controlled manner to allow the image to be of visual and/or emotional value.

Reproductions of prints from old negatives, or old prints, are acceptable if technically well done and identified as such.

##### ***The Photograph***

The image produced by the photographic methods is expected to be of exceptional quality. Processing must be of accepted quality standards. There are no hard and fast rules as to the means or materials used to produce the photograph because of constantly changing technical developments. The decision to accept or reject should rest with the judging committee.

##### ***Originator's Competence***

Acceptability for an applicant for marketing membership should be determined by consistent quality over a length of time. The judging committee should be able to convince itself that on the basis of the material produced by the photographer in the past, he or she can be expected to produce consistent quality in the future.

##### ***Composition***

Unlike a random or accidental arrangement of compositional elements, a marketing member's competence will be shown in his or her ability to compress the meaning into as concise and strong a statement as possible. The arrangement of shapes, lines and planes as well as the choice of texture, color and tone, etc., must be consistent with the original emotional intention.

##### ***Visual and Emotional Value***

An image that excites or moves has visual and/or emotional value. A photograph's value need not always be judged on the basis of popular appeal. The intent to produce a photograph must be based on the need to communicate and if that communication is recognizable then the image has value.

##### ***Presentation***

To give an otherwise accepted photograph purchase appeal and to keep within the SCC market standards, most photographs for sale should be presented (i.e. mounted, matted, and/or framed) in a pleasing and complimentary manner.

### **SCC Markets**

SCC markets are a reflection of the highest standards in the arts and crafts of Saskatchewan. The fact that the main emphasis is on selling should not in any way reduce the photographer's efforts in producing a quality item. Good taste must be kept in mind by both the photographer and the Standards & Jurying Committee.

## **TECHNIQUES**

### **Color**

All materials are acceptable. Those subject to fading from ultraviolet light must be labeled "Do Not Hang in Direct Sunlight".

### **Black & White**

All materials are acceptable. Photographs must be adequately processed to insure reasonable permanence.

### **All Prints**

Silver Prints must be made by the photographer. Digital prints by second party printers are acceptable if of archival quality. Prints must be acceptably mounted and matted.

The photographic image is expected to be not only a visually interesting composition but one where a strong personal intent or style is evident.

The prints should be of high quality, black and white or colour and may include special techniques such as non-silver processes, toning and hand colouring.

Technical ability should be apparent, i.e. perspective, photographic technique, use of photographic and developing equipment.

All unframed photographs should be suitably protected with clear plastic.

### **Reproductions**

The photographic image is expected to be not only a visually interesting composition but one where a strong personal intent or style is evident. The prints should be of high quality in black and white or colour, and may include special techniques such as non-silver processes toning and each photographic print should be fixed to the mount. Limited edition numbers should be shown where applicable.

Commercially produced reproductions of original craftwork in the form of notecards or postcards are acceptable as long as the reproductions are identified as such. As well, it is imperative that control over the quality and integrity of the reproduction be maintained by the craftsperson presenting the work.