



# AUDIO VISUALS - GUIDELINES FOR CREATION, RULES FOR SUBMISSION, JUDGING AND STAR GRADING

## DEFINITION OF AV AND GUIDELINES

Audio-visual (AV) is defined as a sequence of still images where the storyline or theme, sound, transitions and images are interdependent. An effective sequence will have unity of its three parts: the conception, the visuals and the sound.

*Generally, these three elements should reinforce each other such that any one without the other two would be unsatisfactory.*

Adequate conception involves an idea with a suitable introduction, an interesting development of the idea and an appropriate close.

Narrative or text may be employed but is not mandatory.

Video clips may be included.

The medium is very flexible and artistic expression within it can take many forms.

## CRITERIA TO BE USED

AVs are judged according to three criteria: Audio, Visual and Presentation. Each of these criteria has been given a specific weight, indicative of its importance to photographers and AV workers.

<b>AUDIO (weight 25%)</b>
Do the sounds convey the right mood?
Are the music tracks, sound effects and narrative appropriate?
Is there proof of technical competence and skill in combining elements of sound?
Are starting, merging and ending of sound bites (fade in, fade out, splicing, editing) in harmony with the message?
Is the quality of recording good and volume properly controlled?
<b>VISUAL (weight 30%)</b>
Are the images of the required technical standard with respect to exposure, focus, composition and colour saturation?

Are the images relevant, interesting?
Is there sufficient variety and use of different viewpoints to keep the viewer interested?
Are captions and text (if used) effective and making use of audio-visual techniques? Is there enough time to read them?
If video clips are used, are they of acceptable quality and are they appropriate?

### **PRESENTATION (weight 45%)**

In an audio-visual the storyline or theme, sound, transitions and images are interdependent. An effective AV will have unity of its three parts: the conception, the visuals and the sound. All this together makes up the presentation.

Are the unity and interdependence evident?

Is there audience appeal and entertainment value?

Is there originality, impact and creativity?

Is there a clear Introduction, Body and Conclusion to the show?

If appropriate, is there a strong story-line?

Is there narrative skill in getting the concept across to the audience?

Is appropriate use made of technical features like fades, transitions and third images and are they in keeping with the overall message?

Is the balance between stationary images and zoom/pan/rotate effects appropriate? (Zoom and pan for the sake of it can easily be overdone).

Is there synchronization between Audio and Visual (e.g. transitions on music beats or off them (syncopation))?

Are the variations of speed of transitions, as well as of the length of time each slide stays on the screen consistent with the music and mood?

Where there is a change from horizontal to vertical format of images (and vice versa) is it handled effectively?

## **RULES FOR SUBMISSION**

Provision will be made to show members AV for judging every 3 or 4 months.

The duration of the AV is not fixed, but it should be a maximum of 10 minutes.

A maximum of 2 AV's may be submitted for judging by a member at a meeting

AV's must be submitted to the club AV co-ordinator on a CD **at least 3 weeks prior to the date set for viewing**. Any program may be used to create the AV but at the end of the sequence the program must automatically return to the desktop.

All submissions will be .exe files and should be named as follows ***Title of AV-author name.exe***

## JUDGING

Judging will be done remotely and the award will be announced after showing with the judges' comments. Judging is converted to a score out of 100 and the awards are as follows

SCORE	AWARD
81-100	COM
61-80	Gold
41-60	Silver
21-40	Bronze
0-20	No award

## STAR GRADING

The purpose of the grading system is to enable AV workers to assess their overall improvement in the genre and encourage participation in competitions and salons organized by other clubs and organizations and maybe apply for PSSA honours.

### POINTS FOR THE PURPOSE OF STAR GRADING

AWARD	POINTS
Bronze	10
Silver	20
Gold	30
COM	50

### STAR RATING PROGRESSION

PROGRESSION	TOTAL POINTS REQUIRED	INCLUDING AT LEAST
Everyone starts as a 1 Star		
To progress to 2 Star	70	1 Gold/COM
To progress to 3 Star	150	3 Gold/COM
To progress to 4 Star	250	5 Gold/COM
To progress to 5 Star	400	10 Gold/COM