

# Arts Division 17 Photography

Art Director  
**Ramona Vigil-Eastwood**  
**(505)222-9738**

**New Mexico State Fair**  
**September 7 -17, 2017**

**Evening of the Arts**  
**September 6, 2017**

**\$4180.00 in Premiums**

**Entries**  
**Creative Arts Center**

**Walk In Entries Accepted**

**Friday, August 18, 2017**

**9:00 AM - 5:00 PM**

**&**

**Saturday, August 19, 2017**

**9:00 AM - 5:00 PM**

## **Entry Fees**

**Payable to Expo New Mexico State Fair**

**(Fees are Non-Refundable)**

**Section 260 - Youth**

**\$5.00 per photograph (Limit of 3 entries)**

**Section 261 - Adult Amateur**

**\$10.00 per photograph (Limit of 3 entries)**

**Section 262 - Professional**

**\$15.00 per photograph (Limit of 3 entries)**

## **Special Rules**

1. Photographer must be a NM resident.
2. Entries Allowed: Entrants may enter in one section only, with a total of 3 photographs, Color or Black & White. Do not sign print or mat.
3. Each photograph may be entered only once and cannot be entered in future years.

4. Once an exhibitor has entered in Section 262 Professional, exhibitor may not change to Section 261 - Adult Amateur.
5. **Section 260:** Youth - 18 years old or younger. (Derives no income from photography)
6. **Section 261:** Adult Amateur-19 years old or older. (Derives no income from photography, if in Section 261 - Adult Amateur, sells a photograph during the NM State Fair and is the only place your work is sold you will not be classified as a Professional for future State Fairs).
7. **Section 262:** Professional - 19 years old or older. To enter work in Section 262, you must be a Professional Photographer. A professional is one who makes a portion of their income from photography.
8. Out of town Photographers may ship entries, prepaid (1 check for entry fee, 1 check for return shipping fee or postage in the form of stamps), a return self addressed label along with completed entry cards. Entries must arrive no later than Tuesday, August 15, 2017. Mail prepaid to:

**Attn: Ramona Vigil-Eastwood**  
**Expo New Mexico, Photography Division**  
**300 San Pedro Blvd NE**  
**Albuquerque, NM 87108**

9. Photographers are encouraged to visit our website at [www.exponm.com](http://www.exponm.com) for entry information. Entry cards will be available at time of entry or may be mailed to you by calling (505) 222-9738 after June 25, 2017. Cards must be completed and signed by Photographer.
10. Display Procedure: There is no **SET** score or criteria that will guarantee that a photograph will be displayed. Generally unacceptable photographs are not displayed. Photographs with awards will be displayed first followed by the highest scoring photographs in descending score order until all display space is gone.

Photographs not displayed will be handled as follows:

- Adult Amateur & Youth photographs will be put inside a clear protective sleeve and placed in a mat bin for exhibit and sale.
- All framed photographs will be returned Monday, September 18, 2017 between 9:00 am - 4:00 pm. Any questions or concerns please call (505) 222-9738.

11. **PHOTOGRAPHS MUST BE FOR SALE.** Photographer must indicate price on entry card. A 25% commission charge will be deducted from price stated by photographer at time of entry on all work sold during the fair.

12. Photos submitted must be originals that he/she has created, composed and made the original exposures and that the processing and any special effects were done by the entrant. Copy work is not allowed, the NM State Fair officials reserve the right to remove any work that is proved to be a copy.
13. The NM State Fair is a family oriented event. Images found offensive or in bad taste will be removed by NM State Fair officials.
14. Precautions are taken for the safety of all entries, but in no case will the New Mexico State Fair, the State of New Mexico, employees, contractors or volunteers be held liable for the loss or damage to any entry while in the Fair's possession. **Photographers are encouraged to carry insurance.**
15. Unsold photography must be claimed upon presentation of entry card receipts at the Creative Arts Center **Monday, September 18, 2017 from 9:00 am to 4:00 pm.** Photographers are responsible for picking up their own photographs or provide written authorization for pick-up by another individual, including entries which were mailed. Mailed or shipped entries will be returned in the same manner and in the same container received, provided funds to cover the shipping costs were included with the entry. Any photographs/items remaining on the Fairgrounds after September 18, 2017 will be considered abandoned and shall become the property of the New Mexico State Fair to be disposed of at its discretion.
16. Failure to comply with division rules will result in disqualification from being judged.

### Judging Criteria

Judges are instructed to judge the photographs according to the following criteria

1. **Impact:** The photograph should draw the viewer to look at the work.
2. **Creativity:** The image should stir the viewer's imagination.
3. **Style:** What sets the photograph apart from the others?
4. **Composition:** Good placement of the main and secondary subjects.
5. **Presentation:** The photograph should be presented in such a way to enhance it.
6. **Color Balance:** Good color selection for the subject.

7. **Center of Interest:** Should lead the viewer through the photo and hold the eye without distraction.
8. **Lighting:** The correct quality for proper exposure and quality for the gender of the subject or mood of the composition.
9. **Subject Matter:** The image should give an outstanding interpretation of the subject.
10. **Print Quality:** Photograph should have proper density, contrast and finishing.
11. **Technique:** Technique is the foundation of photography, but the application of art principles is necessary. Design brings ideas into concrete form.
12. **Statement:** The image should present the viewer with a complete story.

### Identification – Backside of Photograph

Each entry must have the following information on the back, upper left hand corner.

1. Your name and phone number
2. Your – city and zip code
3. The title of photograph (Photographs must have a title). Please do not use "UNTITLED" as a title **Do Not** use more than 36 characters including spaces in your title.
4. Print Class Number and Ticket Claim number that corresponds with your entry card.  
**Ex: # 1 – 1001 - Scenic's**
5. The price of your print.
6. If you don't put a category on the back of your print it will be judged in miscellaneous.
7. On upper right hand corner place a bold arrow pointing up to indicate whether entry is to be displayed horizontally or vertically.

### BACK SIDE OF PHOTOGRAPHY Identification Form Example

Jane Doe  
 Phone Number (505) 100-0001  
 Albuquerque, 87110  
 Title - "City Lights"  
 Class #, Ticket #, Name ex.: #1-1001 Scenic's  
 Sale Price - \$1.00



## Section 260-261 Youth & Amateur Adult

### YOUTH & ADULT AMATEUR ENTRY SIZE:

1. Photographs must be **Permanently Mounted** to an 11"x14" mat board. The entire back of the photograph must be stuck to the mat board.
2. You may single or double mat your photograph (The entry should not be any thicker than 3 single weight mat boards). Digital Mats are accepted. **DO NOT MOUNT PRINTS ON FOAM BOARD BECAUSE THEY WILL NOT FIT IN THE DISPLAY.**
3. **DO NOT FRAME YOUR ENTRIES (Framing is different than matting).**
4. **DO NOT SIGN THE FRONT OF YOUR PRINT OR MAT, IT WILL NOT BE ACCEPTED.**
5. Photograph size on the 11"x14" mat board shall not be any smaller than a 5"x7" or any larger than 11"x14".
6. One photograph per mat board unless multiple images tell a story. Each photo on the entry must be at least a 5"x7" image.

## Section 260-Youth 18 Yrs. & under

Premiums			
1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	Honorable Mention
\$40.00	\$30.00	\$20.00	Ribbon

### Classes 1-6

1. Scenic's-Landscapes, seascapes, cityscapes
2. Sunrise/Sunsets - Photo with a sunrise, sunset
3. Animals - Reptiles, Sea Animals, Insects, Birds, Wild or Domestic Animals
4. Human Interest - Any setting, including street photography
5. Flowers - Plants, Trees, Anything that blooms
6. Miscellaneous - Any Photo not listed above

<b>Best of Show</b>	<b>\$50.00 &amp; Rosette</b>
<b>Popular Vote Award</b>	<b>\$25.00 &amp; Rosette</b>

## Section 261-Adult Amateur 19 Yrs. & Older

Premiums			
1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	Honorable Mention
\$60.00	\$50.00	\$40.00	Ribbon

### Classes 7-12

7. Scenic's-Landscapes, seascapes, cityscapes
8. Sunrise/Sunsets - Photo with a sunrise, sunset
9. Animals - Reptiles, Sea Animals, Insects, Birds, Wild or Domestic Animals
10. Human Interest - Any setting, including street photography
11. Flowers - Plants, Trees, Anything that blooms
12. Miscellaneous - Any Photo not listed above

<b>Best of Show</b>	<b>\$75.00 &amp; Rosette</b>
<b>Popular Vote Award</b>	<b>\$40.00 &amp; Rosette</b>

## Section 262 – Professional

### PROFESSIONAL ENTRY SIZE:

1. Entries shall be presented in a frame not smaller than 15"x18" and not larger than 30"x30" measured from the outside of the frame. Poster Frames are not allowed. Glass or Plexiglas is allowed. Framed photographs may include a mat. Frames must be fitted with a wire, ready for hanging. The wire must extend 2 inches below the top of the frame.
2. The size of the photograph must not be smaller than 11"x14" and not larger than 30"x30". A dry mount photo process before framing is recommended. Mat and frame colors are your choice. We recommend black frames and neutral mat colors in order to keep the viewer's attention to the photograph.
3. One photograph per frame unless the multiple images tell a story.
4. **SIGNATURES ARE NOT ALLOWED ON THE FRONT SIDE OF YOUR PHOTOGRAPH, NOR ANY IDENTIFYING MARKINGS FOR ANY BUSINESS. PHOTOGRAPHS NOT IN COMPLIANCE WILL BE DISQUALIFIED FROM BEING JUDGED AND ANY ENTRY FEES PAID ARE NON REFUNDABLE.**
5. Panoramic Images allowed and will be judged in class entered.

## Section 262 – Professional

Premiums			
1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	Honorable Mention
\$150.00	\$125.00	\$100.00	Ribbon

### Classes 13-18

13. Human Interest - Any setting, including street photography
14. Art: - Illustrative, Creative, Abstract and Impressionist
15. Scenic's: - Landscapes, Seascapes and Nightscapes
16. Urban: - Cityscapes, Street Scenes, Bridges, Churches, Wrecking Yards, etc.
17. Wildlife: - Animals of all kinds including insects
18. Miscellaneous – Any photo not listed above

<b>Best of Show</b>	<b>\$200.00 &amp; Rosette</b>
<b>Popular Vote Award</b>	<b>\$100.00 &amp; Rosette</b>