



**Quick Links**

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*Merry Christmas!!*

Montana Professional Photographers Association  
December 2016

Note from your president



MPPA Members,

Greetings! Hope you are all doing well. The board has been pushing forward planning the 2017 convention Billings after having wrapped up the Fall Focus in Fairmont last October.

Just a reminder that we are here to serve all of you! Please feel free to contact us if you have any questions or if there is something you need. Your board meets almost monthly via telephone conference. If there is anything that you would like the

board to know please feel free to contact any board member so we can put it on the agenda.

Being your president has been a learning curve for me even though I have served on the board for a few years. Although we are all busy with our work and lives each board member works hard to keep this organization going.

Please consider entering the print competition next year. We would like to make this one of the best competitions yet. The new print rules should be available on our website soon but don't procrastinate (like me) because it will be here before we know.

On behalf of the MPPA board and myself we just wanted to wish you all a Merry Christmas and all the best light in the New Year. We look forward to seeing you all In April at convention, if not at Imaging USA in San Antonio in January.

Best Regards,

Ross

### *Fall Focus Recap!*

Dennis Hammon was our speaker on Saturday. He spoke about competition from a judges perspective and then challenged us with a mock judging where we had to score a variety of competition images he brought. It was tough, interesting and quite a learning experience to see from a judges perspective what they are looking for! During the afternoon, the attendees took about an hour to go out and do an exercise where they challenged themselves to find images of impact through different objectives. We reconvened and went over the images together. Later that evening we adjourned to the Hauf

Brau in Anaconda for dinner as a group.

Sunday morning, Kathy Wierda gave a wonderfully inspiring presentation on how she creates a competition image from start to finish.

She had words of encouragement for everyone as well as showing us all a part of herself in the beautiful work she creates.

## 2017 MPPA Convention!!

Our 2017 convention is coming together nicely! To be held at the Radisson in Billings on April 8-10. MPPA members can call 406-248-7701 and mention they're attending the MPPA convention and get a great rate of \$79/night.

Our list of speakers include our very own Rudi Marten, Cliff Lawson and Jeff Johnson from CO, and Bruce Berg from OR returns to our convention after 6 years with a new program. Information on their respective programs will be out soon!

We are challenging all our membership to submit entries to the print competition in 2017, in an effort to get more entries than we have had in 10 years. The convention opens on Saturday morning with the competition and members will soon be getting revised rules for 2017. PPA has made a few changes and we want to follow suit.

A trade show reception is again planned for opening night as well as a swap meet (flea market) for members to sell, trade and peddle any equipment, props, etc. they may find

while spring cleaning.

The convention will close on Monday evening with our awards banquet, which will include some great entertainment!

More info and schedule will be out soon. Members need to save the date and call for lodging right away. As well as spread the word to potential new members!



**FIX AN  
INJUSTICE!**



Copyright law is wrong. **Let's make it right.**  
Together, we are strong enough  
to make a change!



## **MAKE COPYRIGHT SMALL CLAIMS A REALITY: WE NEED EVERY VOICE!**

The House Judiciary Committee is currently working to create a piece of legislation that will be a game changer for Photographers' Copyrights. At its core is the creation of a copyright small claims process. We need your help to push this through!

Follow the link to sign up now!

<https://www.ppa.com/clientapps/copyright/signup/>

Print competition is coming up  
and we're super excited!!

Start planning your competition images  
now and plan to enter them at the State  
Convention in April!!

MPPA State Convention  
April 8-10, 2017

Stay tuned! More information to come!

For any questions regard state competition, you can contact Melissa Reynolds, our Print Salon Chair! [mkphotography@gmail.com](mailto:mkphotography@gmail.com)

## 12 Elements of Merit Image

The Twelve elements listed below are in accordance to their importance.

- 1.) Impact is the sense one gets upon viewing an image for the first time. Compelling images evoke laughter, sadness, anger, pride, wonder or another intense emotion. There can be impact in any of these twelve elements.
- 2.) Technical excellence is the print quality of the image itself as it is presented for viewing. Retouching, manipulation, sharpness, exposure, printing, mounting, and correct color are some items that speak to the qualities of the physical print.
- 3.) Creativity is the original, fresh, and external expression of the imagination of the maker by using the medium to convey an idea, message or thought.
- 4.) Style is defined in a number of ways as it applies to a creative image. It might be defined by a specific genre or simply be recognizable as the characteristics of how a specific artist applies light to a subject. It can impact an image in a positive manner when the subject matter and the style are appropriate for each other, or it can have a negative effect when they are at odds.
- 5.) Composition is important to the design of an image, bringing all of the visual elements together in concert to express the purpose of the image. Proper composition holds the viewer in the image and prompts the viewer to look where the creator intends. Effective composition can be pleasing or

disturbing, depending on the intent of the image maker.

6.) Presentation affects an image by giving it a finished look. The mats and borders used, either physical or digital, should support and enhance the image, not distract from it.

7.) Color Balance supplies harmony to an image. An image in which the tones work together, effectively supporting the image, can enhance its emotional appeal. Color balance is not always harmonious and can be used to evoke diverse feelings for effect.

8.) Center of Interest is the point or points on the image where the maker wants the viewer to stop as they view the image. There can be primary and secondary centers of interest. Occasionally there will be no specific center of interest, when the entire scene collectively serves as the center of interest.

9.) Lighting -the use and control of light-refers to how dimension, shape and roundness are defined in an image. Whether the light applied to an image is manmade or natural, proper use of it should enhance an image.

10.) Subject Matter should always be appropriate to the story being told in an image.

11.) Technique is the approach used to create the image. Printing, lighting, posing, capture, presentation media, and more are part of the technique applied to an image.

12.) Story Telling refers to the image's ability to evoke imagination. One beautiful thing about art is that each viewer might collect his own message or read her own story in an image.

Courtesy of PPA

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