



Digital Photography: Professional Business Portraits

Category: Prejudged Projects and Presentation

Type: Individual

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 and 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 must include each of the following professional **business portraits**:

1. Business headshot

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

- The subject must be dressed in appropriate professional attire for the organization they represent.
- The background for the portrait must 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** must be a head-and-shoulders, bust-up, waist-up, or full body shot of a single subject.
- The subject of the **environmental business portrait** must be photographed in the environment in which they work.
- The **environmental business portrait** must give the viewer a sense of the personality of the subject as well as a sense of the personality of the workplace, and must 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** must be composed of three (3) or more subjects from the selected organization.
- The composition of the **business group portrait** must be a full body shot of each subject.
- The setting for the **business group portrait** must be the environment in which the subjects work or an off-site environment where the organization conducts its business.
- The **business group portrait** must 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

- Photographs submitted for the **Digital Photography: Professional Business Portraits** competition should be shot in RAW and JPEG.

- Competitors must submit the edited photo saved as a JPEG and an original JPEG file of three (3) required **professional business portraits. Judges must see the before and after photos.** (Thus, a total of six (6) image files must be submitted for the *Digital Photography: Professional Business Portraits* competition.)
- All image files must be properly labeled.
- Competitors may utilize Adobe Camera Raw (in Adobe Bridge) or Adobe Lightroom or an equivalent third-party RAW converter to make adjustments to their photographs. **PHOTOGRAPHS EDITED IN ADOBE PHOTOSHOP OR AN EQUIVALENT THIRD-PARTY IMAGE EDITING APPLICATION WILL BE DISQUALIFIED.**
- Students may utilize Adobe Camera Raw (in Adobe Bridge) or Adobe Lightroom or an equivalent third-party RAW converter to make the following adjustments to their photographs:
 - White Balance
 - Temperature
 - Tint
 - Exposure
 - Contrast
 - Highlights
 - Shadows
 - White point
 - Black point
 - Clarity
 - Dehaze
 - Vibrance
 - Saturation
 - Tone Curves
 - Detail
 - Hue, saturation, and luminance
 - Split toning
 - Detail
 - Lens corrections, including vignetting
- Students may utilize the following tools within Adobe Camera Raw (in Adobe Bridge) or Adobe Lightroom or an equivalent third-party RAW converter to develop their digital photographs:
 - Crop tool
 - Straighten tool
 - Transform tool
 - Spot removal tool
 - Red eye removal tool
 - Use of the adjustment brush tools: teeth whitening, skin smoothing, iris enhance etc.
 - Graduated filter tool
 - Radial filter tool

- For the **Digital Photography: Professional Business Portraits** competition, emphasis will be placed on how well the competitor mastered essential camera functions as well as how effectively they employed photographic compositional, lighting and posing techniques to create impactful, creative photographs that convey a focused message with minimal digital darkroom manipulation.

Prejudged Projects and Presentation Guidelines

Project Guidelines

- Competitors must complete all requirements of the **Digital Photography: Professional Business Portraits** competition:
 - Planning/pre-production
 - Photo shoot/production
 - Camera RAW adjustments and file conversion/post-production
 Advisers and others are not permitted to help.
- Competitors must submit signed and dated model release forms for all subjects photographed for the **Digital Photography: Professional Business Portraits** competition. All minors photographed for the **Digital Photography: Professional Business Portraits** competition must 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 must not 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 must be supported by proper documentation and approvals.
- Project content is prejudged prior to regional and state competitions. Project presentations 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 must 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

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.