

**Edwardstown Photography Club  
Digital Images Competition**

**PROCEDURES, STANDARDS AND GUIDELINES**

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## **Digital Image Files**

For the purpose of its digital competitions, the image size and format will be the nationally accepted standards as defined by the Australian Photographic Society.

Conformance to these standards will facilitate the optimum projection quality for your image, fair competition and it will avoid members needing to email unreasonably large files.

### ***File size and format***

A digital file **MUST** conform to these specifications otherwise it will not be acceptable for entry into EPC Digital Image Competitions.

- JPEG (.jpg) format
- Resolution 72 dpi
- File size must not exceed 500 Kilobytes
- Horizontal (Landscape) Image – Width set to 1024 pixels
- Vertical (Portrait) Image – Height set to 768 pixels

The file **MUST** be named in accordance with the Naming Conventions

Additionally, set the colour space to sRGB, which is the computer standard. Other colour spaces (such as Adobe RGB, CYMK) will shift colour when projected in sRGB.

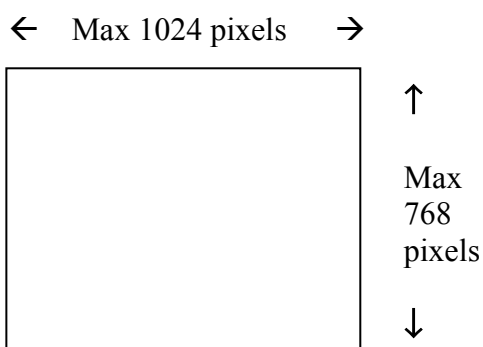
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## Requirements

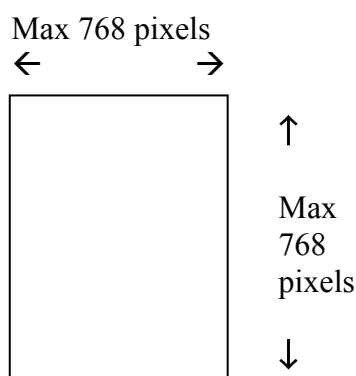
- Images must be submitted in **JPEG** format (.jpg)
- The required maximum dimensions are:
  - **1024** pixels on the horizontal axis
  - **768** pixels on the vertical axis
- JPEG image size must not exceed **500 Kbytes**
- **MAC** users must write files in **PC format**

## Dimensions of Image

### Landscape



### Portrait/Square

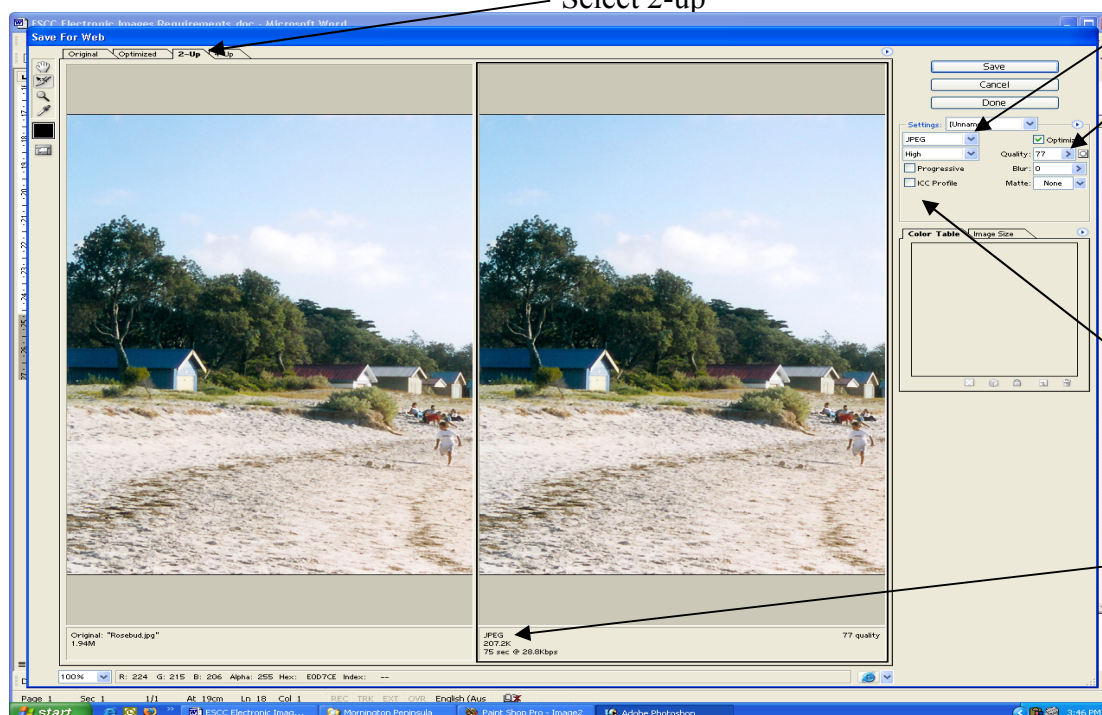


## How to obtain file size of 500Kbytes (or less) (Using Photoshop)

Select “Save for web....” From the File menu

Select 2-up

Select JPEG



Changing value in “Quality” modifies file size. This will be normally be a value between 70 and 88

Tick the include ICC profile box

This shows file size. Must be less than 500KBytes

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## File Preparation

Maximum horizontal width of an image is 1024 pixels. Maximum Vertical measurement is 768 pixels. This is the most common screen size used by folio members critiquing the images. It is also the standard currently used for most national and international electronic salons. Images submitted should be sRGB or Grayscale JPEG files, no larger than 500 Kb.

## How to save images

### ***Saving an image from Photoshop 6,7,8 and 9 to the web***

These notes are for people using the above versions of Photoshop, on a Windows operating system or a Mac system, assuming that the image is a PSD or Tiff format. If the image is already a JPEG and has the same measurements, don't save it again as each time a JPEG is saved it loses data and will appear pixelated.

### ***To set the sRGB Profile of Photoshop***

In the interests of simplicity we recommend that beginners set their Photoshop working space to sRGB.

In Photoshop (If you cannot find out where to do this in your photo editing program, go to "Help" in the tool bar at the top), go to *Edit > Colour Settings*.

In "Working Spaces", where it says "RGB" click on the little triangle at the end of that line to get the drop down menu and click on *sRGB IEC6 1966-2.1* choice. Do not click on anything else. Click OK.

### ***To Resize Your Image***

If the image has been in layers, *flatten the image*. Go to *Image > Image Size*. ("Scale Style", only in Photoshop 8/CS) "Constrain Proportions" and "Resample Image" should all be ticked first. It should read "Bicubic" in the white box.

Change the resolution to *72 PPI*.

If the image is in Landscape mode then change the Length measurement to *1024 pixels*.

If the image is in Portrait mode then change the Height measurement to *768 pixels*.

Do not change anything other measurements in the box. Click *OK*.

### ***To Save your image for the web***

There are 2 methods in Photoshop.

#### 1. Save As

Go to *File > Save As*. Where it says "Save In" in the top box enter the directory folder where you want your image to be stored.

Where it says "File Name" enter your file name, JPG will be added on automatically when you save it as a JPEG in the next step.

Where it says "Format", click on the *small arrow*, click on *JPEG*. Click *Save*.

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There will now be another box that says “JPEG Options”. In “Image Options” you have 2 boxes and a slider. Adjust the image with slider with an eye on the small writing below that tells you the size of the image. Make sure that the image size does not become larger than 500Kb. Do not touch the “Format Options” or the lower white box. Click *OK*.

You have now completed the process for changing your image to a smaller one for the web.

### 2. Save for the Web

Click on *File > Save for the Web*. In the box where you have a choice of, amongst other things, GIF or JPEG, click on JPEG. Click Medium and move the quality slider along until you see that the measurement on the lower left hand corner is no more than 500 Kb.

Click *Save*.

Where it says “Save In” in the top box enter the directory folder where you want your image to be stored.

When naming your file, write the name of the file, JPG will be added on automatically.

### ***To make an Action for Saving an image to the web in Photoshop.***

In the Actions Palette (if it’s not on the screen, go to *Window* and click it there). Click on the *small arrow* at the top right hand corner.

Click on *Set*. Name it something like “sending file to JPEG”.

Click on *New Action* and write in something like “sending to web”.

Click *Record*. Do not click anything else in this box. You have now started recording your action.

Go to *Image > Image Size*.

“Scale Style”, “Constrain Proportions” and “Resample Image” should all be ticked first. It should read “Bicubic” in the white box.

Change the resolution to *72 PPI*.

If the image is in Landscape mode then change the Length measurement to 1024 pixels.

If the image is in Portrait mode then change the Height measurement to 768 pixels.

Do not change anything other measurements in the box. Click *OK*. Go to *File > Save As*.

Where it says “Save In” in the top box enter the directory folder where you want your image to be stored. You must re-name the image later because if you rename your image now all images in the future will have the same name you give it now).

Where it says “Format”, click on the little *arrow* and then go down to *JPEG* and click on that. Click *Save*. There will now be another box that says “JPEG Options”. Where it says “Quality” click on *3 or 4*. Don’t change anything else. Click *OK*.

Click on the *X* in the top right hand corner of your image (so that the image has gone).

Go back to the Actions Palette and click on the *little square* at the bottom left hand side of the palette. This stops the recording.

When you want to save any other images to the web, highlight the action above then click on the *small play arrow* at the bottom of the palette.

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## **File Naming Conventions**

### ***Open Competitions***

Image file names will contain the following elements:

- “O” or “A” - to designate whether the image is to be judged in the Open or Advanced grade
- Image title in upper case
- entrant's name in lower case

The elements will be separated by dashes only

Examples :

A-STAG-Keith Seidel.jpg  
O-MOONDOG-Lesley Stroud.jpg

### ***Set Subject Competitions***

Image file names will be the same format as for Open Competitions with the additional requirement that the file name will commence with “S-“

Examples:

S-A-STAG-Keith Seidel  
S-O-MOONDOG-Lesley Stroud