

Old is the New Black Through the Lens

Terms and Conditions

General Terms

- 1: Entrants into the Old is the New Black - Through the Lens Photo Competition 2024 shall be deemed to have accepted the terms and conditions and by completing the online entry form.
- 2: Maximum of 3 entries per person - one submission form per entry.
- 3: Through the Lens Photo Competition 2024 is open to New Zealand residents. There is no age limit except in Grandies category where the photographer needs to be 12 or under.
- 4: All photographs submitted must be landscape and 3:2 aspect ratio to ensure no cropping is required if the image is enlarged to appear on the display boards as part of the Through the Lens exhibition (display board is 1820mm x 1200mm).
- 5: Entrants confirm that everyone whose image is featured in the competition entry has given consent for the use of his/her image in connection with this competition and in accordance with these Terms and Conditions. Where an individual whose image is featured in a Competition entry is aged 65 and over the entrant confirms that the individual has given the relevant consent.
- 6: Entries open 8.00am 1st of August 2024 and close 11:59pm Friday 30 August 2024. All entries must be received by the advertised closing time.
- 7: You own the copyright to your competition entry as its author. However, in consideration of entering the competition, the entrant grants a worldwide, irrevocable, perpetual license to The Incubator and sponsors of the competition, to feature any or all of the submitted images to promote the exhibition including:
 - Use of the image to promote current and future photographic exhibition as promotional material
 - Use of the image in The Incubator and Tauranga City Council annual reports
 - An image of the physical exhibition line-up showing multiple images at once for promotional purposes
- 8: Your entry must be your own work, must not be copied, must not contain any third-party materials and/or content that you do not have permission to use, must not include any trademarks, and must not show inappropriate or dangerous behavior, or otherwise be obscene, defamatory, distasteful, offensive, or in breach of any applicable law or regulation, or in breach of any confidentiality obligations owed by you to third parties. If the Through the Lens Panel has reason to believe your entry is not your own work or otherwise breaches these Terms and Conditions, then Through the Lens Panel may not consider it and may disqualify it.
- 9: The Competition is open to all photographers (both amateur and professional).
- 10: Staff and Board members of The Incubator are **NOT** eligible to enter this competition.

Judging

- 11: Images will be judged by a panel of representatives to be announced.
- 12: The winning images will be announced approximately 27 September 2024.
- 13: The winning images will be displayed in panel boxes in Tauranga and on both the The Incubator and partner Facebook page and website once the winning images have been selected.

Criteria:

14. The Judges will be critiquing the photographs on four key elements
 - a. **Captivation, First Impressions** – from first impression does the image immediately grab the viewer and captivate
 - b. **Creativity** – Does the image illustrate strength in creativity
 - c. **Emotive Connection** – Given the theme of the exhibition, is the image strongly evocative creating an emotional connection with the viewer
 - d. **Technical Ability** – Does the photograph illustrate the photographer's technical prowess? What the judges are looking for here is an image that is well lit, sharp, has the focus where it should be, captures the story the photographer is trying to tell.

Parameters

- a. **Caption:** To truly engage the viewer and bring authenticity to your photo we ask that your caption and description is complete and accurate.
- b. **Burning and Dodging:** We allow brightening or darkening specific areas in your image a although we would suggest minimising this so that it is not done to the point that it is obvious. Closely resembling what you saw and communicating the mood of the scene adds integrity and authenticity to your image.
- c. **Cropping:** Cropping is allowed but composing the image in-camera is always regarded as ideal.
- d. **Stitched Images:** Stitched images are allowed if the segments were all made within the same time frame. We ask that you do not create stitched images with sections made at significantly different times. Do not stretch the meaning of stitched images to include elements that weren't in the scene as you saw it. If your photo is a stitched image, please indicate so in the description.
- e. **Filters:** If you use a filter we ask that you include a description of how the style was achieved and which filter or technique was used.

Categories

- **Volunteers**
Capture our golden heroes flaunting their volunteer mojo from sunny beaches to lively events.
- **Our Grandies:**
The snapper must be a youngster under 12, capturing the essence of an elderly individual. This could be your Koro, Nana or some cool older person you admire.

- **Sporty Spice:**
Exhibiting a senior citizen busting a move or being active doing what they do keeping fit or doing their mahi.
- **Our Whanau:**
Displaying an older person/s in a classic family scene or in a cultural environment
- **Vibrant Attire:**
Capturing the diversity of rich cultural attire, snazzy flamboyance or just way out!
- **Just My Favourite:**
An epic shot of a respected senior superstar.

If entries submitted are not suitable for the Category entered the judging panel has the right to move them into the category felt best suited to the image submitted

Prizes

- 15: Presentation of prizes will be presented at a launch event on Friday 27 September 24.
16. There are 20 awards to be won:
- a. 1st Place
 - b. 2nd Place
 - c. 3rd Place
 - d. Highly Commended - Judge's Pick (x1)
 - e. Highly Commended (x16)

Submissions

- 17: By submitting images into this competition you agree and accept that images may be used for future purposes of promotion on Old is the New Black - Through the Lens or sponsors website or on Facebook.
18. Entry photographs will automatically be resized for downloading during the entry process. Should your photograph be a finalist, you agree to provide the Promoters with a high resolution image of at least 5MB with no watermarks, borders or signatures. Each image file must be no larger than 20MB.
- 19: Images must be named in the following format:

Submit your image/images structured as below:

First three letters of the category + Entrants first & last name + Picture name.

For example, if entering the **Volunteering** category and your name was **John Smith** with a picture named **Grandad Fred** the image file name would be.

VolJohnSmithBeachSunset.jpg

Another example if entering the **Grandies** category and your name was **Sue Hick** with a picture named **Nana** the image file name would be.

GraSueHickNana.jpg

- 20: Images submitted that are not correctly named or sized may be disqualified without notice.

21. The Judges decision is final, and binding and no correspondence will be entered into.