



SEPTEMBER 2011

# Audio Visual News



## From the Chair

### Greetings

Just to let you all know that Barb has been out of action in hospital recently but she is now back home and getting back to normal.

Needless to say her computer operations have been severely disrupted by her enforced holiday and she has had to concentrate on other things more pressing (APSCON) than a Chairpersons report for this newsletter.

*John Guthrie*

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## AV Committee

Chairperson & Image Correspondent Barbara Butler

AV Newsletter Editor: John Guthrie [guthriej@eftel.net.au](mailto:guthriej@eftel.net.au)

Committee Members Jan Burt

John Guthrie

John Hodgson

Craig White

APS AV Website <http://www.a-p-s.org.au/av.html>

AVarcade (Folio) <http://audiovisualarcade.appspot.com/organisation/22013>

### From the Editor

Welcome to the Spring issue,

Please let us have some contributions and feedback so that the newsletter can be relevant to your needs

*John Guthrie*

### Contributions



## APS APSCON 2011

The program for the showing of AVs at APSCON is being finalised and it promises to be very entertaining. With 1-1/2 hours in the main program to show the National award winners and then make the awards, and another timeslot for showing as many acceptances as possible during a lunch break, there is plenty of opportunity to show our work. The “AV Division Presents” segment is being planned and I can promise that the audience is in for a treat. I hope to meet up with many AV Division members at APSCON this year

### *Barb Butler AAPS* (Chair)

Trowelling through the mass of books and magazines in my study, and trying to establish what stays and what goes, I've found a number of articles written in the past and all aimed at giving good advice to the AV author. One of these was in the last article Barb Mullins wrote in "Image" at the same time she welcomed me into the position of Chair. This was written four years ago, and in spite of the technological changes since, I think it remains relevant today.

#### *The Third Image"*

*Where has the third image gone? Some of us are quite concerned about the extensive use of zooms and swipes etc. available in these new software's. For instance, to portray Photo Harmony (an audiovisual without a script), the third image should be one of the main objectives, but these seem to be lost using the movement effects. A successful third image occurs when two images are dissolved into one another creating a third image, which flows without the loss of concentration that some effects cause. Remember, it is easy to use software effects, but very much harder and more interesting to create a third image.*

### *Barb Butler AAPS*



### Report

Report on the judging of the APSCON National AV section.

July 17 and a rather nippy winter's day in Melbourne. I did warn judges and others that the Meeting Room at Melbourne Camera Club could be chilly and it was, but we managed to get through the 32 sequences without being completely frozen. Hot drinks helped.

The judges were David Jenkins, Adrian Danks and Mal Vickers. All with experience in imagery, sound and narrative, practising and/or teaching. There were 32 sequences in the exhibition, 11 in "Theme", 6 in "Documentary", 3 in "Humour", 3 in "Natural History" and 9 in "Music, poetry or song".

Sitting in on the judging panel as an observer was Paul Robinson. Paul is currently updating the VAPS guide for judges here in Victoria.

The variety and quality of sequences made for a very enjoyable day, which is really good because one of our audience members had made a seven hour round trip to join us, and another had made a three hour round trip. Both were representing clubs interested in getting started in AV.

During the day we "armchair travelled" to France, Antarctica, Spain, China, Auschwitz, and many parts of Australia. We enjoyed learning about model shipbuilding, some geology, other cultures, early explorers, and nature's beauty. We heard some familiar music, and shared in the thoughts of others. During the breaks for judges discussion the audience members had plenty to talk about amongst themselves. What a fascinating medium AV is.

So until we have another National to enter next year, it is time to start the creative process all over again. The results of this exhibition are shown on the next page.

*Barb Butler AAPS*



## THEME

Alistair McAuslan	A short story	1st Place
Peter Ryan	Rocks of Ages	2nd Place
Barb Butler	A kind of therapy	Merit
Max Biddlestone	Winter reflections	Merit
John & Judith Hodgson	A Place in the Sun	Acceptance
John Spring	Eulogy	Acceptance
Alistair McAuslan	Yurlu's journey	Acceptance

## DOCUMENTARY

Barb Butler	The Hope	1st Place
Alistair McAuslan	An Antarctic evening iceberg cruise	2nd Place
John Hodgson	Southern Exposure	Merit
Alia Naughton	The first village of long hair under Heaven	Acceptance

## HUMOUR

Phil Ryan	Come away with me	Merit
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## NATURAL HISTORY

John and Judith Hodgson	A strange beauty	1st Place
John Hodgson	Murray magic	Acceptance

## MUSIC, POETRY OR SONG

Jan Burt	A Cottage for Sale	1st Place
Meredith Briggs	Wood Hath Hope	2nd Place
Rosanna CC	She's leaving home	Merit
Phil Marley	Pretty Woman	Merit
Mal McKay	Sunrise	Acceptance
Alia Naughton	Doors	Acceptance

<b>Top Novice</b>	Sunrise	Mal McKay
<b>Overall Runner-Up</b>	A Short Story	Alistair McAuslan
<b>Champion</b>	The Hope	Barb Butler



## The case for an AV Interclub

In a recent newsletter I asked whether people were involved in AV Interclubs in various states. I didn't get any response so I'll take that as a "No". Perhaps you may be interested in reading about one such gathering here in Victoria last Autumn.

Three clubs were involved, one based in the central city, one just a short distance out of town and the third was from a large regional city two hours drive from the city. We chose to meet on Saturday afternoon for a BYO picnic lunch among the autumn leaves in one of the many gardens open for inspection at that time of the year. Photography then followed for a couple of hours before we headed to the "halfway house", headquarters of the small rural club. There we drank tea, showed a few award winning AVs and checked out some of the afternoon's image making.

Well, someone forgot to make a booking at the pub for dinner so the group had to split up and share ourselves around the eating houses of the township, and some were more delighted than others with their dinner. But dinner wasn't the real reason for getting together. The real reason was for each club to show five AVs, each of no more than five minutes duration. Most were from people fairly new to AV and there was a great variety of subject matter.

At the end, I handed out paper and pencil and the audience was asked for their vote for the winning AV. It was the week before Easter so it seemed appropriate that the prizes came in the form of chocolate Easter Bunnies - small, medium and a magnificent gold-wrapped number for First place.

The evening ended at 9.30 as some of us had quite a drive home, but a lot of fun was had and several people felt inspired enough to take the next step with their AV making skills. It didn't take much to organise, and everyone paid a couple of dollars to cover tea, coffee and biscuits and the hire of the hall. I can recommend it as a way of getting together and sharing our art form. It just takes someone to get the ball rolling. And let's face it, we put a lot of time and energy into making our AVs - why not create opportunities to show them.

Have I inspired anyone? Anyone?

cheers

*Barb Butler AAPS*

## 321 Challenge



The 321 challenge is an annual audio visual exhibition. There are only two rules. Firstly that the AVs have a maximum duration of 3 minutes 21 seconds and secondly that they were made after 2008. Each author can enter up to 10 minutes in total.

It is organized in France and sent to 14 countries to be judged – Argentina, Australia, Belgium, France, Germany, Great Britain, Italy, Mauritius, Oman, Poland, Portugal, Rumania, South Africa, and Switzerland. Each country awards a trophy for first place and in mid June the organizers combine all results and present a world trophy.

In 2011 there were 86 entries from Australia, France, Germany, Great Britain, Italy, Netherlands, South Africa and Tunisia.

For the second year Adelaide held an Australian judging and the judges were Richard Venus BA B.Tech and Graham Hawkins SSAPS.

It was a long day. We started at 9am sharp and only gave the judges one minute between sequences. The morning tea, lunch and afternoon tea breaks gave the members of the Audio Visual Club of SA a chance to compare notes about the very different approaches to AVs. Judging was completed about 5pm

The judging program we used greatly assisted the judges. They gave a mark out of 9 for each section - audio, visual and presentation. The program then gave a loading of 20% for audio, 35% for visual and 45% for presentation to come up with a final score for each AV out of 100. This helped to place the top 40 sequences in order as required by France.

Both the judges and the audience vote gave first place to Denis Gelin of France for his 3 minute 20 second audio visual “Recontre” a story about young love on the underground train.

At the end of June, to see the complete list of results go to <http://www.challengediaporama321.com>



**Judges Graham Hawkins and Richard Venus**



**Lois Hawkins and John Hodgson**

*Carol Packwood*

# Adelaide AV National

Audio Visual  
News

## NEW AV NATIONAL

The First Adelaide AV National will be held in 2012.



This is separate from the National held in conjunction with the Adelaide AV Fest (International), which is conducted every two years.

This will mean that there will be three AV Nationals every year: The Autumn AV National, the APS AV National, and the Adelaide AV National, the latter being embedded within the Adelaide AV Fest every second year. The next AV Fest will be in 2013.

The 2012 Adelaide National has APS approval and entry forms are now available on the APS website. Hard copies will be distributed with October/November issue of “Image” magazine.

Inquiries can be made to the Director, 2012 Adelaide AV National, John Hodgson EFIAP, FAPS, Hon.FAPS.

*John Hodgson EFIAP, FAPS, Hon. FAPS*

Director

**Email: [jhodgson4@bigpond.com](mailto:jhodgson4@bigpond.com)**

**Tel: 08 84317452 or 0417880596**



Sunday 17th July 2011

The judging of the APS AV's was held today at the Melbourne Camera Club where 32 excellent presentations were shown. At the end of the session, the 3 judges gave suggestions about what they considered makes a good audiovisual.

The main message was to make an AV which involves and engages the audience. They suggested that the images should have some sort of relationship between one and the next, but that this should not be too predictable. The transitions should be such that the overlay creates an interesting dissolve and to break up the expectations by changing the pace of the dissolves, They made the point that a piece of music that is too well known can be detrimental to the impact of the AV as we have expectations from our previous encounters with that music, particularly with judges who see hundreds of presentations a year. Avoid using music that had been used in famous movies or in advertising. For a judge this can give them an impression very different from the one intended by the AV maker and not always very favourable. At the same time, some music can be tedious to listen to and repetitive, taking away from the impact that is intended.

Another point made was that perhaps no sound in parts of the presentation can be effective. If you do have a narration, they were suggesting that the quality of the sound is very important and a good voice is preferred, with a quality recording. The amount of hiss in the background of some recordings was not a good sign. The judges spoke about the predictability of images coming one after another, with the same transition and no 'surprises'. I guess they were asking for creativity and innovation in style. It will be very interesting to see which presentations they chose as the winners of the APS APSCON annual 2011.

*Ruth Goldwasser*

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# Australian Photographic Society

## 1<sup>st</sup> Adelaide AV National Exhibition 2012

Approval No.  
2012/04

### ENTRY FORM

Name: -----  
 Honours -----  
 Address -----  
 State/Postcode -----  
 Phone -----  
 Email -----

**ENTRY FEES**  
 \$10 per sequence plus postage  
 Closing Date: February 24, 2012  
 Make cheque payable to:  
 Australian Photographic Society Inc  
 ALTERNATIVELY PAYMENT CAN  
 BE MADE BY CREDIT CARD.  
  
*Send to:*  
 Adelaide AV National  
 1 Elm Grove  
 MAGILL SA 5072

All sequences must be entered into a section (below). The organisers reserve the right to transfer any sequence to a section other than that in which it was entered or to refuse entry to sequences that they consider, in their absolute discretion, to be undesirable or unsuitable. See <http://www.a-p-s.org.au/> for Definitions.

ENTRY Open/Nov.	TITLE	Documentary	Humour	Theme	Music, Poetry, Song	Natural History
1.						
2.						
3.						
4.						

Those who have **not** received a 1<sup>st</sup> or 2<sup>nd</sup> place in a national, or an acceptance in an international audiovisual competition may enter the **Novice** section. Please **circle relevant category under "Entry"**.  
 Any accepted audio visual in this National cannot be re-entered. All entries will be judged for their artistic merit, regardless of the method used to produce them.

- Maximum **4 entries** per author. Maximum **12 minutes** each entry. Stereo or Mono.
- Entry fee: **\$10 per sequence PLUS return postage**. Make cheque payable to: - Australian Photographic Society Inc.
- No restrictions on subject matter or format. This is an Open competition. Author's name, if used, should be at the end of the sequence.
- N.B. All entries** are required to give appropriate credit to the work of other artists used in the project i.e. music, poetry etc. both in the sequence **and** on the fiche. Ensure that your entry is a stand alone digital production (exe) (PC) or Fotomagico (Mac) without the need for the software that produced it and does not have a 'run' box.
- \*\*\* Circle the appropriate word** -'return' or 'non return'. Non return entries will be destroyed after viewing.
- Copyright** -In accordance with copyright law, all audio-visual sequences must be free of all rights of ownership, whether artistic or otherwise, which may be held by others. By taking part in the competition, authors indemnify the organisers against all and any actions that may be taken against them by owners of copyrights. The organisers of the competition will accept no responsibility in the event of dispute or litigation.
- Identification Sheet (Fiche)** -Please fill in an Identification Sheet, available from the APS website, and include with your entry.
- Submission of a sequence implies permission for it to be shown in public, or an image used in an approved APS magazine; acceptance of these rules and of all jury decisions.
- Entry is open to all photographers resident in the Commonwealth of Australia or its Territories and also from financial APS members resident overseas. All overseas authors/co-authors must be financial members of APS.

**CLOSING DATE:** February 24, 2012    **JUDGING DATE:** March 17, 2012    **REPORTS:** March 30, 2012

**ENTRIES RETURNED:** April 14, 2012    **CATALOGUES & AWARDS:** 14 April 2012

**JUDGING PANEL:** *Barbara Butler AAPS, Charles Hulse FRPS, AV-AFIAP, Graham Hawkins SSAPS*

**POST TO:** Adelaide AV National, 1 Elm Grove, MAGILL SA 5072

**APPLICANT TO FILL IN DETAILS BELOW:** ----- I wish to pay by (*please circle*) Cheque /Money Order/Visa/Mastercard  
 Signature: ----- Name on Card: -----  
 Card No: ----- Expiry----- Date: -----Amount: \$ -----

**I/we accept full responsibility for obtaining any permissions and paying any licence fees required as a consequence of the use of copyright material in the sequences submitted to this exhibition in my/our name/s.**

Signature/s.....