

I. CONTEST DIVISIONS

Student Senior Division: For anyone ages 15-18.

Student Junior Division: For anyone 14 years of age and younger.

Adult Division: For anyone 19 years of age and older.

Both amateurs and professionals are encouraged to enter.

II. CONTEST CATEGORIES

Note: You may submit a maximum of 3 entries in each of the 10 categories.

A. WILD NATURE: These categories represent nature unaffected by man's presence. Within your images, there should be no indication of the "hand-of-man" in any form.

1. Wildlife: Non-captive animals in their natural habitat. Examples include: mammals, birds, marine life, reptiles, amphibians and insects.

2. Nature, Other: Other natural objects in their natural habitat. Examples include: Plants, flowers, trees, rocks, shells, minerals, fungi and lichens.

3. Nature Scenics: Expansive views that may include landscapes, seascapes, cloudscapes, mountains, forests, deserts, oceans (below or above the surface), waterfalls, sunrise and sunsets.

B. SHARED WORLD: These categories are nature images which may include the influence of man. Although man's influence is included, it should NOT be the focal point of the subject. For instance, architectural images or man's interaction with man should not be included.

4. Animals: Images of any animal and may include zoo, aquarium, farm or captive animals. *However, no household pets will be allowed in the adult division.* Image may be a portrait or group, show animal interaction, or display animal behavior.

5. Flora: Images of any plant life. Examples include flowers, plants, gardens, trees, and may include any cultivated plant life.

6. Shared Scenics: Expansive views of landscapes, seascapes, cloudscapes, mountains, forests, deserts, oceans, etc. which include evidence of the hand-of-man. The focus is to be on nature; the 'hand-of-man' (fences, barns, bridges, etc) is not to be the subject.

7. Household Pets: (Youth only) The pet must be the principal subject.

C. ARTISTIC and CREATIVE

INTERPRETATION: These images include elements of design: line, shape, pattern, texture, form, and perspective, in addition to creative composites and creations from the digital darkroom.

8. Art in Nature: *Naturally* occurring patterns, lines, shapes, and forms of animals, objects, or plants in nature; also may include macro and extreme close-up images.

9. Creative Interpretation: A nature-related image created with traditional or digital tools (digital darkroom) that is intended to express the photographer's artistic impression of the subject. Examples include: Creative blurs, multiple exposures, abstracts etc.

Place a 4x6 print showing the original photo, prior to manipulation, to a lower corner on the back of the mat board.

D. NATURE EXPERIENCES AT THE HEARD:

10. This category includes images taken on the Heard grounds, including birds, insects and other animals as well as flora and fauna. Images should NOT include the hand of man.

Note: It is the responsibility of the photographer to read through the category descriptions carefully, and choose the appropriate category for his/her image – keeping in mind that the image could fit into more than one category. The photographer's selection will be final.

People to Contact

Vicki Northcutt, Special Events Coordinator
Heard Museum
972-562-5566 x 236
vnorthcutt@heardmuseum.org

Peggy Evans, Heard Nature Photographer's Club
Contest Chairman
940-349-3323 (w) - 940-453-0876 (c)
pegme16@yahoo.com

Schedule of Dates

Mail-In Submission:
Must be received between February 1 – February 13,
2010. You may call the Heard to see if your photos
have been received.

In-Person Submission:
Saturday February 6, 9 am-1 pm.
Sunday February 7, 1 pm – 4:00 pm
Saturday February 13, 9 am – 12:30 pm

Awards Reception:
Sunday, February 28, 2010
3:00 – 5:00 pm

Photos Exhibited at the Heard:
February 28 – March 30, 2010

Pick up images:
The week of: April 1 – April 11, 2010
from 9am-5pm.

Mailing Information:
The Heard Museum
Attn: Photo Contest
One Nature Place
McKinney, TX 75069-8840
972-562-5566
www.heardmuseum.org

Download your registration packet at:
www.heardmuseum.org/photocontest
www.heardnaturephotographers.com

Preparing Photos

Any color or black-and-white print between 8x10 and 11x14 inches is acceptable. If your camera format differs slightly (ex: 8x12") either crop the image or center it on the appropriate size mounting board.

All prints must be mounted on 11x14 mounting boards. Mounting boards must be rigid art boards or foam core. NO odd-size mounting board submissions will be judged or displayed. This is a standard size available in your local hobby and camera stores.

Prints must be mounted securely with EXTRA STRENGTH double sided tape (Ex: 3M brand) Gift wrapping tape or spray adhesive is NOT adequate for this use. Failure of your adhesive will result in your image being removed from the exhibition.

Note:

Apply 6 to 8 inch velcro strips to the back of board, top and bottom for hanging. Use the HOOK side of the velcro and if in doubt bring to submission and we will assist.

Do not use an overmat-

Do not add names or any text on the front of the image.

With the exception of Creative Interpretation, all submitted prints must maintain the integrity of the original captured image. Retouching is limited to overall color cast, tone, cropping etc. No substantive changes may be made to the image.

For more discussion on retouching, printing and mounting your print, refer to the Heard Nature Photographers website.

Submitting Photos

All entries must include the appropriate entry form included with this packet.

Entry fee for adults is \$10 per image and \$5 per image for students. Cash or checks are accepted. Make checks payable to: "The Heard Museum – Photo Contest."

Entries can be submitted through the mail or in person at the Heard Museum in McKinney. See the Schedule of Dates for dates and times.

The **Image Label** from the entry form must be securely attached to each submission in the BACK UPPER LEFT HAND CORNER.

Mailing Images

If you are mailing your images to the Heard, protect your images well. If they are damaged in transit, they will not hang in the exhibition. There is NO 'return mail option. DO NOT SEND your only copy of your photo.

Picking Up Images

Submissions may be picked up from the Heard Museum April 1, 2010 – April 11, 2010. Images left after these dates become the property of the Heard Museum. Please check in with Heard staff at the front desk before taking any photos.

Judging and Awards

Due to space limitations, not all entries will be selected for display. Display selection will be based on technical quality, adherence to contest rules and guidelines, appropriate mounting, etc.

Judging will be based on: sharpness, print quality, balance of composition, correct exposure, creativity, and quality of the subject.

Awards:

Best of Show for Adult and each of the Student divisions: Winners will receive a certificate and a \$50 cash prize.

First Place winners will receive a certificate, a ribbon and a \$25 cash prize.

2nd and 3rd place winners will receive a ribbon.

For the 'Nature Experiences at the Heard' category, 1st, 2nd, and 3rd place winners' images will be displayed on the Heard website for the duration of the exhibit. Photo credits will be given.

There will be up to 3 Honorable Mention ribbons given in each category.

Extra Awards: A ribbon will be awarded to an adult and Jr. and Sr. student for the following:

Best Environmental Journalism: Awarded to the image that best documents environmental issues.

Best Black and White Image

Animal Antics: Animals or wildlife in funny or surprising situations

Awards Reception will be Sunday, February 28, 2010, from 3:00 pm – 5:00 pm.