

SALON DIRECTOR'S MANUAL  
AUDIO VISUAL  
Version 2022.2 – updated March 2022



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## 1. INTRODUCTION

This document describes the requirements and process for hosting an Audio Visual Salon with PSSA patronage. The Photographic Society of South Africa (PSSA) offers patronage of salons to maintain the desired standard of competency and to protect, as far as possible, the interests of all parties concerned. When patronage is approved, PSSA will also award the salon the medals for the top awards.

Patronage testifies to the photographic community that the required standard will be met. PSSA is also empowered to withdraw salon patronage and medals if the standard is not maintained or achieved.

An Audio Visual (AV) is a compilation of still images, with an integrated theme or storyline where audio, transitions and images are interdependent. Movie/video clips may be included but should not dominate the production. An effective sequence will therefore have unity of the various elements, i.e. the conception, the visuals, the audio, communication and technique. Artistic expression within it can take many forms, limited only by the author's imagination and creativity.

Producers are encouraged to explore the photographic medium and to use it to communicate their own personal vision incorporating feeling, senses and imagination to the viewer.

The sequence has to be totally based on the author's photographic images; nevertheless third party images can be used within the sequence *if relevant to the story and not prevailing over photographic images* by the producer.

The success of an AV rests on a combination of good technique, interesting subject matter and an understanding and appreciation of the art and science of the medium.

The objective is to present a production that is indeed a complete Audio Visual and not a demonstration of the ability to use imaging and/or audio software programmes.

## 2. PSSA APPROVAL AND PATRONAGE

Hosting a salon with PSSA patronage not only lends a certain prestige to the salon, but it is also one of the sought-after mediums used to receive recognition for your photography. Recognition through PSSA Diamond Ratings and EPSSA honours as well as the annual Impala Trophy awards and the Premier Club Awards, are some of the reasons photographers participate in salons with PSSA patronage.

PSSA grants patronage in the following classes:

**Patronage A** – is granted to international salons open to any photographer anywhere in the world. PSSA gold medals will be awarded to the category winners of such a salon provided that a minimum of 12 entries are received, unless the standard of the received entries is sufficiently high.

**Patronage B** - is granted to national salons that are open to all photographers resident in South Africa and individual members of PSSA wherever they may reside.

PSSA silver medals will be awarded to the category winners of such a salon provided that a minimum of 12 entries are received, unless the standard of the received entries is sufficiently high.

**Patronage C** - is granted to salons and competitions with limiting entry conditions, e.g. limited by a specific region in South Africa, limited by age group or any other limiting factor.

PSSA bronze medals will be awarded to the category winners of such a salon provided that a minimum

of 12 entries are received, unless the standard of the received entries is sufficiently high.

In order to encourage AV Salons there is currently no charge for patronage or for the top medals. Clubs who wish to use PSSA medals as the runner-up medals, will pay R200.00 per medal.

The fee structure is subject to change as determined by the PSSA Board, from time to time.

The PSSA logo and the words PSSA approved Salon Patronage A, B or C and relevant approval number, must appear on the entry form and catalogue. The PSSA Salon Administrator will add the patronage number to the final document when it is published.

In the case of International Salons PSSA recommends applying for patronage from International bodies such as FIAP & RPS. This will assist in marketing the proposed Salon worldwide and have it listed in their Salon calendars and on their web sites. Salon Directors need to be aware of possible differences in requirements for International patronage.

### **3. APPLICATION TO HOST A SALON**

Application to host an Audio Visual Salon must be made to the Salon Administrator no later than 6 months prior to the proposed closing date.

### **4. THE SALON COMMITTEE**

A salon is a group effort, and it is very important that the correct team is selected to ensure a successful salon. At least one member of the committee should have prior experience in the administration of a salon.

The following are the typical portfolios required on a salon committee:

#### **4.1 Salon Director**

The role of the Salon Director is to manage the entire process on behalf of his/her club and to liaise with the Salon Administrator as deemed necessary.

The Salon Director must test entries upon receipt and prior to judging to ensure that there are not any technical problems. The Salon Director must inform entrants when there is a technical problem with an entry. Mutually seek for a solution if time permits.

It is the responsibility of the Salon Director to verify the results of the jury panel to facilitate consensus between judges.

PSSA will only consider patronage when the Salon Director is a full member of PSSA and thus able to receive any updates on definitions and salons.

The Salon Director must be a person with good management and administrative skills. It is important that the Salon Director plans his/her personal life around the salon, as it will be required of the Salon Director to be fully available via telephone and e-mail from at least one month before the closing date of the salon, until after the posting of the salon catalogue.

The Salon Director often needs to make difficult and maybe unpopular decisions. To be free to make those decisions, the Salon Director may choose not to enter the salon of which he/she is a director. When the Salon Director takes part in the salon, he/she may NOT win any of the top awards (medals)

in the salon but may receive acceptances and win Club Awards.

The Salon Director and any person who, prior to or during the judging, is involved with receiving and checking of the Audio Visuals or has access to the Audio Visuals entered may NOT serve as a judge for the salon.

When it is unavoidable that the Salon Director has to judge a category, another person must be appointed as the Salon Administrator to receive, check and prepare all the Audio Visuals and score sheets for judging.

#### 4.2 Treasurer

A dedicated person is needed to coordinate the finances of the salon. It is this person's duty to reconcile the bank statements of the club with the entries received and ensure all entrants have paid correctly.

Entrants who have paid the PSSA member rate must be paid-up members of PSSA and indicate their current membership number (e.g. M123456) on their entry. It is recommended that the salon checks that all PSSA member details are verified as being current paid-up members with the PSSA membership secretary ([membership@pssa.co.za](mailto:membership@pssa.co.za)). Follow-up on short and non-payments prior to judging!

#### 4.3 Technical Assistant

Essential to have the following equipment/facilities available as well as personnel able to handle them.

- Access to internet and e-mail;
- A calibrated projector & capable Personal Computer (PC), amplified stereo sound, speakers etc.
- Venue for projection and judging which can be blacked out for daytime use

Before judging starts it is essential that the system that will be used is calibrated according to PSSA guidelines. PSSA makes available to all its members a calibration application which must be used to confirm calibration. This calibration application will guide you through the steps to ensure that both the brightness and contrast of your setup are correct. It is recommended that a colorimeter is used after setting the brightness and contrast correctly, to create a colour profile to eliminate any colour cast in your system.

#### 4.4 Catalogue Creator

In most cases the salon catalogue of accepted AVs and medal winners is distributed online in the form of an image show. It is, therefore, important to have a committee member who is very familiar with one of the audio-visual presentation programs used to create such a presentation.

### 5. CATEGORIES, NUMBER OF AUDIO VISUALS AND TIME LIMITS

An AV Salon is free to choose any number and variety of categories and entries. Either the number of Audio Visuals per author, OR a total time limit per entrant may be imposed.

Salon Directors may determine their own time limits and number of entries per entrant. A Salon's maximum time limit could e.g. be a total of 15 minutes per entrant. An entrant may then enter any number of Audio Visuals which will fit into that time limit.

A maximum number of AVs per author should also be set.

#### Group Audio Visuals

Salons may permit the entry of co-productions but need to specify this very clearly in the Salon brochure. Groups and/or clubs compete separately.

An entrant can submit sequences fulfilling the limit set by the Salon as a single entrant and can submit a further quantity as part of a group/club entry within its own limit.

## 6. JUDGES AND JUDGING

### 6.1 PSSA Judges requirements

The following criteria for the selection of judges should be used:

- A judge should be active and reasonably successful on the national or international salon scene.
- Judges should have national or international honours / recognition in the category on which they are to judge.
- Each category needs to be judged by a panel of 3 judges.
- A judge should not judge more than two categories in a single salon.
- At least one judge in a category must be an Honours holder in Audio Visual. Confirm this with a written or e-mail letter to each judge individually and request confirmation of their current photographic honours. These details are essential for the salon brochure.
- A judging panel may consist of members of the host club and/or judges from outside the club or the region.
- The Salon Director and any person who, prior to or during the judging, is involved with processing the entries or has access to the audio visuals entered may NOT serve as a judge for the salon.
- A judge may not judge any section in which they have an entry or view any AV entered in the section they are to judge prior to the judging process.
- Close relatives of any judge may not receive any medal awards in the section(s) judged by that judge. They shall be fully eligible to receive Acceptances, Certificates of Merit or Club Awards. Close relative includes spouse, partner and children.

Members of the host club may win medals even if the judges are from the host club.

### 6.2 Judging – Live or remote

Judging may be done live or remotely, depending on the circumstances. Each judge however must have access to suitable computer, projection and sound equipment in order to judge effectively. Details of how the Audio Visuals will be shown must be included in the Salon brochure/entry form.

It is important that notes provided by applicants on their entry forms be made available to judges together with the list of entries.

Pre-selection should only be considered when the volume of entries (>60) will cause time constraints on the allotted time for judging. The Salon brochure should state this and state who the pre-selectors will be. At least two of the nominated judges should be part of the pre-selection team. The Salon Director may not be part of the pre-selection team.

The Salon Director retains overall responsibility including the collating and vetting of all results, including any disqualifications.

The Salon Director remains ultimately responsible:

- to make all the arrangements and that the timing, venue and equipment meets the applicable PSSA projection and print viewing standards.
- to reimburse the outlying club and the judges for their judging expenses incurred (within reason). This applies regardless if judging takes place live or remotely.

### 6.3 AV Judging Guidelines

Judging is of the Audio Visual as presented, according to the following criterion:

#### **Communication**

- The ability to communicate emotions, thoughts, ideas, concepts, feelings, ideas, information, facts and opinions.
- The unity and interdependence between visuals, audio and technique.
- Efficient communication of content and context.
- Appeal, interest value and relevancy of the Audio Visual.
- A clear introduction, body and conclusion to the show.

#### **Visuals**

- Effective and appropriate use of visual elements and design principles in images and video/movie clips.
- Quality and technical standard of stills and video/movie clips in respect of exposure, focus, composition, colour saturation and post-processing.
- Interest and relevancy of images and video/movie clips.
- Variety and use of different viewpoints in images and video/movie clips.
- Relevance and effectiveness of captions.
- Appropriateness and effectiveness of third images on screen.

#### **Audio**

- Audio is an integral part of the presentation and be it simple or complex, should communicate a feeling and an atmosphere.
- The mood should fit in with the images, pace and rhythm of the Audio Visual.
- Appropriateness, effectiveness and relevance of music tracks, sound effects and narrative in getting the concept across to the audience.
- Competence and skill in combining and mixing audio elements.
- Quality of the audio, the way it starts and ends, the volume etc. all need to be considered.

#### **Technique**

- There should be a progression, each image carrying the viewer a step forward. The means of moving from one image to the next i.e. the transitions used are the Audio Visual techniques, which dictate the rhythm and pace of the Audio Visual. The rhythm is determined by the length of time an image remains on the screen and the speed of the transition between images. The pace is the rate at which new information is provided to the audience.
- Appropriate use of technical features, fades, transitions and styles.
- Synchronization and balance between all elements, transitions, variations of speed, length of time each image stays on the screen

- Effective and appropriate treatment of changes in image format.

## **7. ENTRY FEES**

Entry fees for PSSA approved salons must make provision for different fee structures for PSSA members and non-members, where non-PSSA members should pay at least 50% more than members.

## **8. PRIZES / AWARDS**

The prizes/awards to be awarded must be clearly specified on the entry forms (salon brochure). PSSA will supply the top awards (PSSA medals) for the 1<sup>st</sup> place winners in each category.

It is expected of the salon to also award the runner-up in each category with a medal. PSSA bronze medals can also be ordered from PSSA for this purpose at R200 each. Clubs should consider striking their own medals as an alternative to the PSSA bronze medals and in various styles (silver and/or bronze) which can then be used for various other awards.

PSSA medals must always rank higher than any form of club award. Other awards may also be added either in the form of medals or certificates.

The salon organisers must engrave the PSSA medals on the reverse side with:

Name and year of salon.  
Category name.  
Name of author.  
Image title.

This must be done correctly before the medals are handed out or sent to the recipient.

Certificates of Merit (COM) may, at the discretion of the judges, be awarded to approximately 10% of the acceptances in each category.

Clubs may use their own design or use the PSSA's COM certificates for salons which can be downloaded. The Salon Director may elect to have the COMs created and sent electronically. The salon name and year, PSSA logo and PSSA patronage number, must appear on the certificate. Certificates may be home printed, but must be done on good quality card.

Contact the PSSA Salon Administrator for a high-resolution copy of the official PSSA logo.

## **9. RESULTS**

Results must be checked for accuracy by the Salon Director. The Salon Director must mark the score sheets and explain to the PSSA Salon Administrator the reason for any disqualifications.

The Salon Checklist may be used for this and completed in full (sheet 1 Checklist, sheet 2 Results Calculator and sheet 3 Judges and Medals). A consolidated scoresheet or the individual scoresheets per category must be included in the email to the PSSA Salon Administrator for approval.

The names of the actual judges may have changed compared to what was published in the brochure since there may have been an unavoidable last-minute change.

Only once the PSSA Salon Administrator has approved the results, may they be released.



Once the final approval is received from the PSSA Salon Administrator, the Salon Director advises the individual entrants of their results via e-mail in the following format:

Category name; Minimum score for acceptance; Maximum possible score.  
AV Title; Score; Accepted or Not Accepted; Award.  
Entrants are only advised of their final results and if applicable, the award.

The minimum information required on the published results list are:

Category Name; Award Description; AV Title; Last name; First name; PSSA member number and Club name. Country must be added for salons with international entrants.

The results file must be formatted and saved as excel format.

PLEASE NOTE: Non-acceptances and Disqualifications are NOT to be published since this is of concern to the entrant only.

The medal winning AV digital title images are to be sent together with the “Results for Publishing file” to the PSSA Salon Administrator and the files should be renamed as follows:

[Medal Name] - [Category] - [Title] - [Author Name and Surname] - [Name of Club].jpg .

The PSSA Salon Administrator will then:

arrange for publication of the results on the PSSA web site.  
add the salon results to the Impala Trophy Log.

## **10. SALON CATALOGUE**

A catalogue MUST be issued. A digital version of the catalogue which may include an image show of the winners and acceptances may be distributed electronically via DropBox, Google Drive, We Transfer, etc.

No AV may be distributed without the consent of the author.

The catalogue must be distributed to all entrants, sponsors and advertisers.

In each category, the award winners should be listed prominently followed by an alphabetical list of all acceptances (sorted by surname of entrant). Awards are listed from highest to lowest with the PSSA medal being the highest. PSSA awards should always rank the highest in each category of a salon.

The catalogue must include the following statistics:

Number of entries received in each category and overall number of entries  
Number of acceptances  
Number of entrants  
Number of successful entrants.

Include a short message by the organising Club or Salon Director and include the PSSA logo together with the following PSSA statement:

This event is organised under PSSA Patronage #.....

#### THE PHOTOGRAPHIC SOCIETY OF SOUTH AFRICA

As the Internationally recognised Society, PSSA actively embraces the future in its service to all photographers. Our mission is to bring together all those interested in photography, to promote the highest possible standards and to embrace the future of photography whilst continually supporting the present. For further information on PSSA, including the full list of events organised or supported by the organisation please visit [www.pssa.co.za](http://www.pssa.co.za).

The Photographic Society of South Africa  
(Incorporated Association not for gain)  
Reg. No. 54/01845/08

Catalogues must be distributed before, or at the latest, at the exhibition.

Once the catalogue is completed send a copy to:

All sponsors (with a letter of gratitude).

All judges on the panel (with a letter / note of appreciation).

The PSSA Salon Administrator.

The Chairperson of the Archives Division.

### **11. SALON EXHIBITION**

A salon exhibition will give prestige to the salon project and forms the highlight of the whole project. Dignitaries from PSSA, the general public and fellow photographers may be invited. Publicise the event via club communications, the PSSA website, local media etc.

Preparation for the exhibition should be assigned to experienced club members or even non-club members. A practice run at the actual venue should be carried out in order to verify the correct projection, sound, etc.

### **12. COMPLAINTS**

Complaints by entrants with regard to any aspect of the running of a salon or the handling of entries must be addressed to the Salon Director in writing with a copy to PSSA's Salon Administrator.

Every effort should be made to ensure that all complaints are handled satisfactorily. The host club / clubs must ensure that the contact information for complaints is available for at least three months after judging was done (i.e. salon e-mail address).

If no satisfactory reply is received from the Salon Director the complainant may direct his complaint to PSSA's Salon Administrator, who will attempt to resolve the matter.

### **13. SALON COMMITTEE POSTMORTEM**

The salon committee should have a committee meeting for post-salon discussions and decisions on the next salon within a month of salon closing date. At this meeting notes should be taken of all the incidences that need to be avoided and attended to at future salons. Decide on the necessary steps to be taken to correct / avoid these incidences and provide minutes to be handed over to the next salon committee.

#### **14. SALON DIRECTOR'S REPORT**

Within two months from the closing date of the salon, the Salon Director should submit a report to the PSSA Salon Administrator, advising him / her of the outcome of the salon and highlighting any issues that can be improved upon for future salons, as well as successes achieved.

The report should specifically highlight any issues encountered during judging or with any judge etc.

The PSSA Checklist must accompany the report with all 3 sheets now completed. (Checklist, Results Calculator, Judges and Medals) Please note that there is no set format for this report.