PSSA
AUDIO VISUAL DIVISION

Programme - The 8th Audio -Visual Convention in Victoria West

Saturday 17 March 2012

09:00 – 14:00 Registration
Hand your CD/DVD of your Showtime presentation to Roel on arrival

15:00 – 15:45 Lecture – Frank Reuvers – The basics of producing an AV and Transitions can make or break the quality of an AV
16:00 – 17:00 Workshop – Frank Reuvers – on the same themes as above
17:00 – 18:45 Free Time

18:45 – 20:00 Welcome Supper
20:15 –   Delegates' AVs, work in progress, discussion, feedback
Followed by Showtime – Jill Sneesby and Barrie Wilkins

Sunday 18 March

06:30 – 8:30 Meeting of PSSA Directors during breakfast at the Oude Scholen Guest House
08:35 – 8:50 Notices
08:50 – 9:35 Lecture – Hein Waschefort – Video in AVs
09:35 – 10:05 Tea
10:05 – 10:50 Lecture – Willem Oets – Changing Perspectives – Facts & ideas and looking at things differently
11:00 – 11:45 Lecture – Chris Daly – The importance of sound in AVs
11:55 – 12:40 Lecture – Johann van der Walt – Custom Animations in Pictures to EXE (objects and animation editor)
12:50 – 13:50 Lunch

14:00 – 15:25 Workshop – Jill Sneesby and Barrie Wilkins – JAP Programme for AVs for all delegates. Good guidelines for anyone working in AVs, particularly those applying for Honours
15:35 - 16:50 Workshop – As above
17:00 – 18:00 Delegates' AVs, work in progress, discussion, feedback
18:00 – 19:00 Free Time

19:00 – 20:00 Supper
20:15 –   Delegates' AVs, work in progress, discussion, feedback
Followed by Showtime

All events will take place at the Apollo Theatre.
We will have lunch and supper at the church hall, a short walk away.

Useful Links:

Photographic Society of South Africa:
http://www.pssa.co.za

The Royal Photographic Society - Audio-Visual Group
http://www.avnews.org.uk/

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

Fédération Internationale d'Art Photographique
http://www.fiap.net

Monday 19 March

08:35 – 8:50 Notices
08:50 – 9:10 Lecture – Roel van Oudheusden – Preparing AVs for salons
09:20 – 9:40 Lecture – Thomas Niemeyer – Ideas for transitions and special effects

09:40 – 10:05 Tea
10:05 – 10:50 Lecture – Anne d'Oliveira and Franz Jesche – The value and significance of AVs
                                       that go beyond 10 minutes
11:00 – 11:45 Lecture – Antenie Carstens – Elements to consider when creating the AV Story
11:55 – 12:40 Lecture – Adri van Oudheusden – From ideas to concept

12:50 – 13:50 Lunch

14:00 – 15:10 Workshop – Jill Sneesby and Barrie Wilkins – Follow up from JAP
15:20 – 15:50 Feedback and discussion on important AV matters, resulting from the
                                        AV Steering Committee chaired by Adri van Oudheusden
16:00 – 16:45 AV Forum – General discussion chaired by Thomas Niemeyer
16:45 – 19:00 Free Time

19:00 – 20:00 Supper
20:15 -   Delegates' AVs, work in progress, discussion feedback
Followed by Showtime

Tuesday 20 March

08:35 – 8:50 Notices
08:50 – 9:35 Lecture   – Jill Sneesby and Barrie Wilkins – AV Software – 'It's not what
                                        programme you use, it's what you do with the programme you use'

09:35 – 10:05 Tea
10:05 – 10:50 Lecture   – Ryno Oosthuizen – Capturing motion through still images
11:00 – 11:45 Workshop – Hein Waschefort – Video in AVs
11:55 – 12:40 Lecture   – Christine Waschefort – AVs and their role in visual communication

12:50 – 13:50 Lunch

14:00 – 15:00 Workshop – Chris Daly – Sound in AVs (Audacity Software)
15:10 – 15:40 Lecture   – Paul Rixom – Archival material in AVs
15:50 – 17:20 Workshop – Willem Oets – AVs using Wings software
17:20 – 19:00 Free Time

19:00 – 20:00 Supper
20:15 –   Showtime - Willem Oets – AVs from overseas

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Useful Links:

LECTURERS' CVs and ABSTRACTS

Adri van Oudheusden FPSSA

Adri's passion for photography really began with cinè. In later years she started exploring monochrome, then changed to slides, and after Freeman Patterson's first visit to South Africa, got hooked on Audio-Visual. She has entered several National and International Competitions and Salons. Adri has lectured and presented workshops at several Congresses. She has also taken a small but enthusiastic Audio-Visual group under her wing. She enjoys thinking "out-of-the-box" and loves exploring new and outrageous ideas. Her family maintains that it would be very difficult, if one could, to live inside her brain!

By way of examples, Adri will demonstrate some methods she has employed to develop and transform her Audio-Visuals into works that communicate her inner experiences, visions and sometimes outrageous ideas.

Antenie Carstens FPSSA ARPS
Photography has been a serious passion of mine since childhood. I joined PSSA in the late 60's, and have over time attained Associateship and Fellowship in various categories; produced my first AV around 1978 with one projector and a Philips synchroniser on an open reel tape. I've progressed rapidly to 2, 3 and later 6 projector computer controlled AV equipment. I feel that each new advance in technology has brought its own magic and advantages, but that the digital age in terms of AV is not quite as creative as the so-called analogue projectors, mainly due to the cost of equipment and the restricted use of the screen area.

I have been a practicing photographer all my life. Currently I am employed by the National Library of South Africa, Cape Town campus. Our core business is the microfilming of a number of South African newspaper titles as well as the digitising of certain newspapers, periodicals, and magazines and our collection of historical photographic negatives and prints. We still have a fully functional black and white darkroom for film processing and printing.

Most current AV productions are pictures-with-sound productions. Very seldom do we see a properly planned AV with a properly organised storyline, well arranged images in terms of image content, colour flow and a properly planned soundtrack. There are guidelines and recommendations we can use if we want to capture the attention of the audience and bring a message across successfully. When we study the construction of a good movie, we might find very useful information we can make use of to improve and also produce a successful AV production. Any AV contains the basic elements of a good movie, so why don't we learn from proven techniques and principles?

This lecture will attempt to explain the use of well established guidelines that we may use in the creative process of AV production to lift your AV to a higher level. With proper knowledge we can guide our audience to see, experience and understand the message that we want to convey. Various examples will be used to illustrate and support the guidelines.

Chris Daly FPSSA APSSA(Vers) AFIAP
My interest in photography started at age fifteen when I watched a friend's father developing prints in a darkroom. The bug bit and I was soon developing and printing my own photographs. In 2004 I joined the George Camera Club and started to submit photos for my club star grading. During that year I also joined PSSA and entered my first salon. I am now a recognised Judge in both Digital Photography and Audio Visual for PSSA Salons and serve on the PSSA Honours Panel. I have run various workshops in the Garden Route Region. In 2007 I received an APSSA in Digital Photography and in 2008, after gaining honours in both Audio Visual and Published Works, I was awarded my APSSA (Vers). In 2011 I was awarded my FPSSA and later that year gained my AFIAP (Artiste FIAP) in the International Federation of Photographic Art.

We are in the first place photographers and in most instances produce AV's with good quality images. But unfortunately we often fall short in the composition, choice and the general quality of our sound tracks. My presentation is designed to inspire us to produce better sound tracks and better integration into the AV sequence. I will show examples of how the sound track plays a vital role in the telling of an AV story.

In the workshop session I will show you how to edit and prepare the sound track for an AV. I will show how to add silence at the beginning and end of the sound track and the importance of doing this. How to shorten or lengthen the music; cross fade between two or more pieces of music; increasing or decreasing volume at different places in the sound track; adding SFX sound effects and commentary etc.

Christine Waschefort APSSA

Christine Waschefort APSSA has been actively involved in the visual media industry for many years, starting off as a reporter at "Die Vaderland" in 1974. A career in journalism, editing, scriptwriting for educational television, public relations and teaching followed. Today, teaching and academic writing are her most important activities. Photography has always been a passion – first photojournalism in those early years at "Die Vaderland", followed by social documentary photography, with a passion for landscape photography of late. Her years researching and writing scripts for educational television, as well as a career in public relations, have also impacted on her passion for audio visual presentations, especially their communicative value.

Christine will be presenting on: Creative thinking - Visual grammar versus Language grammar - The communication process. IQ versus Thinking - Thinking Tools - Questioning - Concepts (structure, formation and application) Consequences - Mind mapping & graphing - De Bono's Six Thinking Hats. "What is" versus "What can be" - Creativity exercises: Making use of our senses, Making associations. Imagination (What is inside my box?) - Why do we make AVs? - Communicating our ideas through an AV. The 7 Cs - AV as a visual medium - Voiceover - Graphics & typography - Assessment strategies - Observations - Self assessment and reflection - Peer evaluations. Is a script necessary? The usefulness of a script.

Frank Reuvers Hon FPSSA, FPSSA (Dux), EPSSA, EFIAP

Frank's real interest in photography started in 1960 when he joined his first Camera Club. An interest in electronics enabled Frank to tackle the technicalities of producing audio visual slide programmes. Frank's AV programmes have been shown locally and in the USA, UK, France Australia and Hungary. He has won the Impala AV trophy three years in a row. Frank is the only holder of an EPSSA for audio-visual work. He has lectured extensively to clubs and photographic congresses and often judges at national and international salons in the digital, print and audiovisual divisions. He has been a member of the digital and print judging panels of the world's biggest International photographic Salon, the Austrian/Trierenberg Super Circuit Salon seven times between 1997 and 2008. Frank holds Society Fellowships in colour slides, colour prints and audiovisual and a FPSSA (Dux). In 2005 he was awarded an EFIAP (Excellence of the international Federation of Photographic Art). He is also past President of PSSA. He was awarded an Honorary Fellowship of the Photographic Society of Southern Africa in 1999.

Frank will be talking about "The basics of producing an AV" (which he believes should always form part of any AV Congress), immediately followed by "Transitions can make or break the quality of an AV".

Hein Waschefort FPSSA (Dux)

Studied fine arts at Pretoria School of Art Music and Ballet (now Pro Arte) and Pretoria University. Photographer with SA special forces in Angola. Marketing manager for the Photo Cats group of companies. Lectured photography visual arts and graphic concepts at Pretoria Technical College. Information photographer S A Prison Services (now Correctional Services). Senior photographer for South African Tourism Board. Co-founder and lecturer at Visual Skills School. Holds an Associateship with the Photographic Society of Southern Africa (PSSA) in colour prints, monochrome prints, colour slides (visual arts), colour slides (nature), audio visual, e-photography (digital) Holds a Fellowship with the PSSA in FPSSA three categories, colour prints, monochrome prints, colour slides (visual arts), e-photography (digital), FPSSA (dux).

Hein's topic of Video in AVs is likely to be different to most expectations not to say controversial!

Useful links:			
Time lapse with Lightroom	Irfanview	Photoshop	Breezebrowser
http://lrtimelapse.com	www.irfanview.com	www.photoshop.com	http://breezebrowser.com/

Johann van der Walt FPSSA
Johann was introduced to photography while still at school and later joined the student photographic club of the Potchefstroom University (Fotiek). He received his first salon acceptance in 1977. In 2000 he attended the PSSA National Congress hosted in Johannesburg and joined the Vereeniging Photographic Society thereafter. Johann has received several awards for his images, including 5 PSSA silver medals, 2 PSSA Bronze medals and several Club medals on the South African National Salon circuit. In 2009 Johann entered 24 images in the Trierenberg International Super Circuit and received a total of 71 acceptances. Johann received his LPSSA in prints in 2002, his APSSA in digital photography in 2006 and his FPSSA in digital photography in 2011.

Johann is technically inclined and thrives on technical challenges. This is true for his job as programmer, as well as in both his hobbies, which are photography and astronomy. Some of the challenges of photography he enjoys most are 3D-photography, infrared photography, long exposure photography and audio visual presentations. He also likes to create and manipulate images in Photoshop. Johann is an avid reader of books, magazines and web sites on all aspects of photography. This ensures that he is always aware of the latest trends and techniques in this fast changing photographic world. He is a great advocate of the use of electronic magazines and he subscribes to several periodicals through the Zinio internet site. To Johann, photography is not just a hobby, but a way of life.

Johann will be talking about "Custom Animations in PicturesToExe Object and Animation Editor". Modern computer technology allows for much more than the standard pan and zoom animation techniques in audio visual presentations. Using small PNG images with transparent backgrounds, it is possible to mimic sprite behaviour as part of your audio visual presentation. Pictures2Exe has one of the most advanced animation editors available in modern audio visual presentation software. In this tutorial Johann will show how to use transparent images to create sprite-like animation behaviour in the Object and Animation Editor of PicturesToExe.

Paul Rixom LPSSA (Vers)
Paul started doing audio visual travelogues many years ago in the slide era, generally using two Kodak Carousel slide projectors and a reel to reel tape recorder. He went over to digital on his retirement to Wilderness in 2006 and a few years later began to create AVs using 'Pictures to EXE'. He achieved a bronze medal in the 2009 Port Elizabeth Camera Club AV Salon, an LPSSA in Audio Visual in October 2010 and an acceptance in the third International MFFC Audio Visual in early 2011. Paul's presentation will illustrate the use of archival material in the production of an audio visual.

Roel van Oudheusden
Roel has been involved with Audio-Visual since 1980. His other interests are hiking and steam trains. He has entered the odd Salon but prefers showing his Audio-Visuals to select audiences and family. Together with Adri he runs the PE Camera Club Audio-Visual group, assists with lectures, runs workshops and takes care of the technical side.

Roel has assisted and advised entrants on entering National and International Salons and was also involved on the salon administration side a number of times. Roel will explain how to go about entering Salons, completing fiches, designing a poster, transferring money and uploading an entry via a facility such as YouSendIt.

Ryno Oosthuizen (APSSA, Diploma in Photography & Visual arts)
I've been a lecturer at Visual Skills School since I've studied photography and visual arts six years ago. Since then my view on life have changed dramatically because of the diverse students I interact with on a daily basis. My favourite genres in photography are underwater, studio, darkroom, travel, digital manipulation and above all AVs. I lecture mainly in digital manipulation and editing of photos as well as the darkroom and audio visual related subjects.

I love music as well, from a young age I was addicted to it as I think most of us were and still are. Unfortunately not all of us, including me, have the ability to jump up and down whilst playing the guitar properly. Because of our love for music and incapability of making it we listen to it and watch music videos. Music videos are basically a short story (using diverse visual techniques) with music strengthening the storyline. This being my inspiration why I've started making AVs which divert from the normal old fashioned slide shows. I use my designing and photography skills and combine

them to create short contemporary stories. This allows me to enjoy music and photography at the same time!

My topic is: How to produce your own motion AV: Introduction on this specific method of compiling an AV. Prepare a script with scenes for your AV. Shoot your AV scenes with your camera's high speed motor drive. How to batch process all the photographs to ensure a fluent show. Create movement in Photoshop CS5 with tweeting and layers (short demonstration in CS5).
Finalizing your AV with sounds.

Thomas Niemeyer
I would like to urge our AV makers to consider other transitions than the program-given ones. Maybe some of them can be used creatively, but nothing can surpass ideas for own transitions and special effects. I also feel, that it is very important to select sound carefully and place the images and video clips at the optimum positions. You can take from ideas offered and get your own creativity going. For this, you can take my examples as starting points.

Willem Oets is a well known AV producer and his productions have been selected to feature at AV festivals in the Netherlands, the Fantadia Festival in Asolo Italy and the prestigious Medien Festival in Germany. At the Medien Festival in April 2011 one of his AVs was included in the final selection of only 33 shows to be screened out of an international entry of 589 shows.
Willem will be talking about creating AVs using Wings software.

Barrie Wilkins and Jill Sneesby
Barrie and Jill have been creating Audio Visuals for many years – starting with a single projector, steadily increasing the number of projectors and effects until they were using 6 projectors and then, in 1999, embarking on the magic of digital. The early digital software was cumbersome and difficult to master - but master it they did. Over the years everything digital has just exploded and fortunately they have kept abreast of the revolution and are as au fait with it today as they were in the days of 6 slide projectors and thousands of slides, when they both achieved Fellowships in AV.

Which is better - Canon or Nikon? Does it really matter? When you look at an image in any format be it a print a digital projection, a movie or an AV, what counts is the end product. There are many different Audio Visual programmes available and the one you choose will depend on what you want to do. We will be looking at some of the software available and discussing it in terms of whether or not it can do what you want it to do.

The AV Judging Accreditation Programme (AV-JAP in short) is an effort initiated by PSSA to help members become more proficient AV judges. Judging is and always will be subjective; the intention is not to train a series of clones but for judges to see Audio Visuals with an open mind and against the background of an awareness of the larger world of art and photography beyond the limits of the club. This programme is open to all Audio Visual workers, not just those who would like to gain accreditation as judges. It is intended for all delegates as it will give good guidelines for anyone working in AVs, particularly those applying for Honours in AV.

The follow up session will give those wanting to gain accreditation the opportunity to crit AVs and anyone who would like to bring a short AV along for public crit should please contact either Barrie or Jill before the event.

Useful Links:

Free sound editing software	3-2-1 Challenge
http://audacity.sourceforge.net/	http://www.challengediaporama321.com
You Send It	ImageMagic
https://www.yousendit.com/	http://www.imagemagick.org/script/binary-releases.php
Wings Platinum	Pro Show Gold/Producer
http://www.avstumpfl.com/en	www.photodex.com
WavePad Audio Editing Software	PayPal
www.nch.com.au/wavepad	https://www.paypal.com