

INSPIRED

AUGUST 2019 | ISSUE 80



THE 2019 INSPIRED GALLERY EVENT

THE NATIONAL ASSOCIATION OF PROFESSIONAL CHILD PHOTOGRAPHERS



Event images by Alice Park of Alice Park Photography



KYU AND ALICE PARK
Founders, Creative Director

CRYSTAL JAMES
Marketing Director

DEANNE MROZ
Lead Designer

KATIE MITCHELL
Editorial Manager, Community Partner

LISA PHILLIPSON
Social Media Maven

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WHAT'S HAPPENING AT NAPCP

Back to school may be here, but it's that time of year when the ice cream melts almost before you can eat it. Under the blue sky of August, trees dance in the wind, and memories are being made that will last forever.

In this August issue of Inspired, we're celebrating the winners of our third annual Inspired by NAPCP Gallery Event and Print Competition. Our deepest gratitude to all who entered, to our judges, and to our event partner, Musea Lab. The winners gallery is now available on the NAPCP website and NAPCP Facebook Page, for your viewing pleasure.

We're looking forward to fun as a NAPCP collective in September, with our autumn NAPCP Gatherings taking place around the globe. Members and friends of NAPCP will come together to encourage each other as the busy season begins. We always feature some of our favorite images from NAPCP Gatherings across social media, so be sure to share and tag your photos with #NAPCPgatherings! Congratulations to our incredible new crop of Ambassadors!

This month's featured photographers all have one thing in common -- they know what makes a marvelous print! Across the Inspired Gallery Event themes, these photographers entered their work into our third annual print competition. The prints were on display at the Gallery Event reception held at Park Studios in Atlanta, where the winners were placed, memories were made, and tears of joy were shed. We interviewed a selection of the placing photographers, and you will want to absorb every bit of the inspiring words they share within these pages!

May the rest of your summer be life at its best!

"Art is not what you see, but what you make others see."

- Edgar Degas

Your "To Do" List

AUGUST 2019

SEND IN YOUR FILM PHOTOS

Are you a film or hybrid shooter? We're featuring YOU in September's issue of Inspired Magazine! Visit napcp.com/contribute-to-our-magazine/ to submit your photos.

MARK YOUR CALENDARS

The next NAPCP Gatherings will take place the week of September 8th – 14th. Check out napcp.com/napcp-gatherings/ for more information about the Gathering in your area.

SHARE YOUR STORY

2019 marks NAPCP's 10th year! We're asking members to share how NAPCP has helped them with business growth, skill improvement, and professional relationships (read: friendships!). Selected stories will be featured in a very special issue of Inspired magazine. Visit the NAPCP Member Community for more information.

SEPTEMBER 2019

GET READY FOR COMPETITION

As the busy season commences, make sure you are saving your favorite and best images in a separate folder, in preparation for our digital image competition in December!

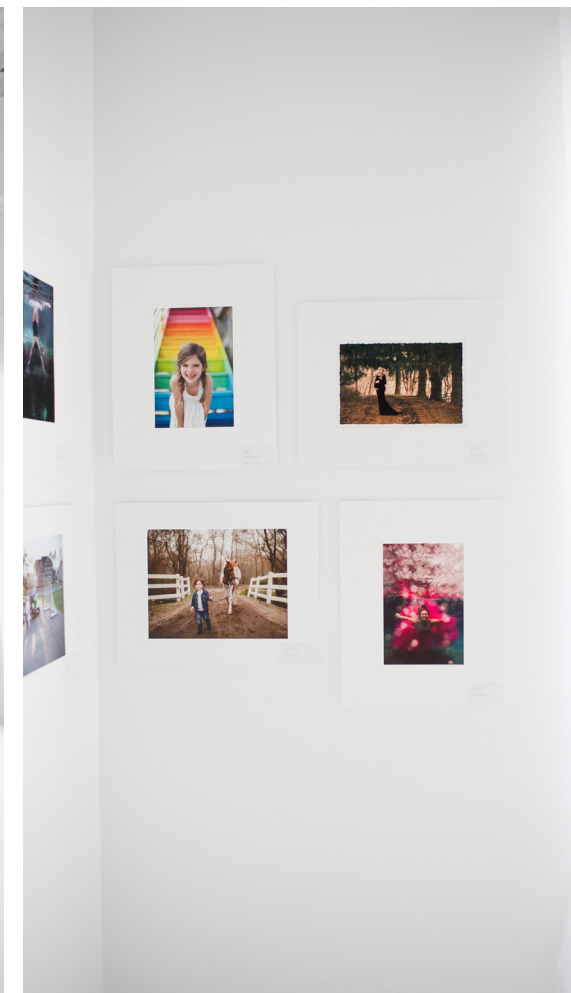
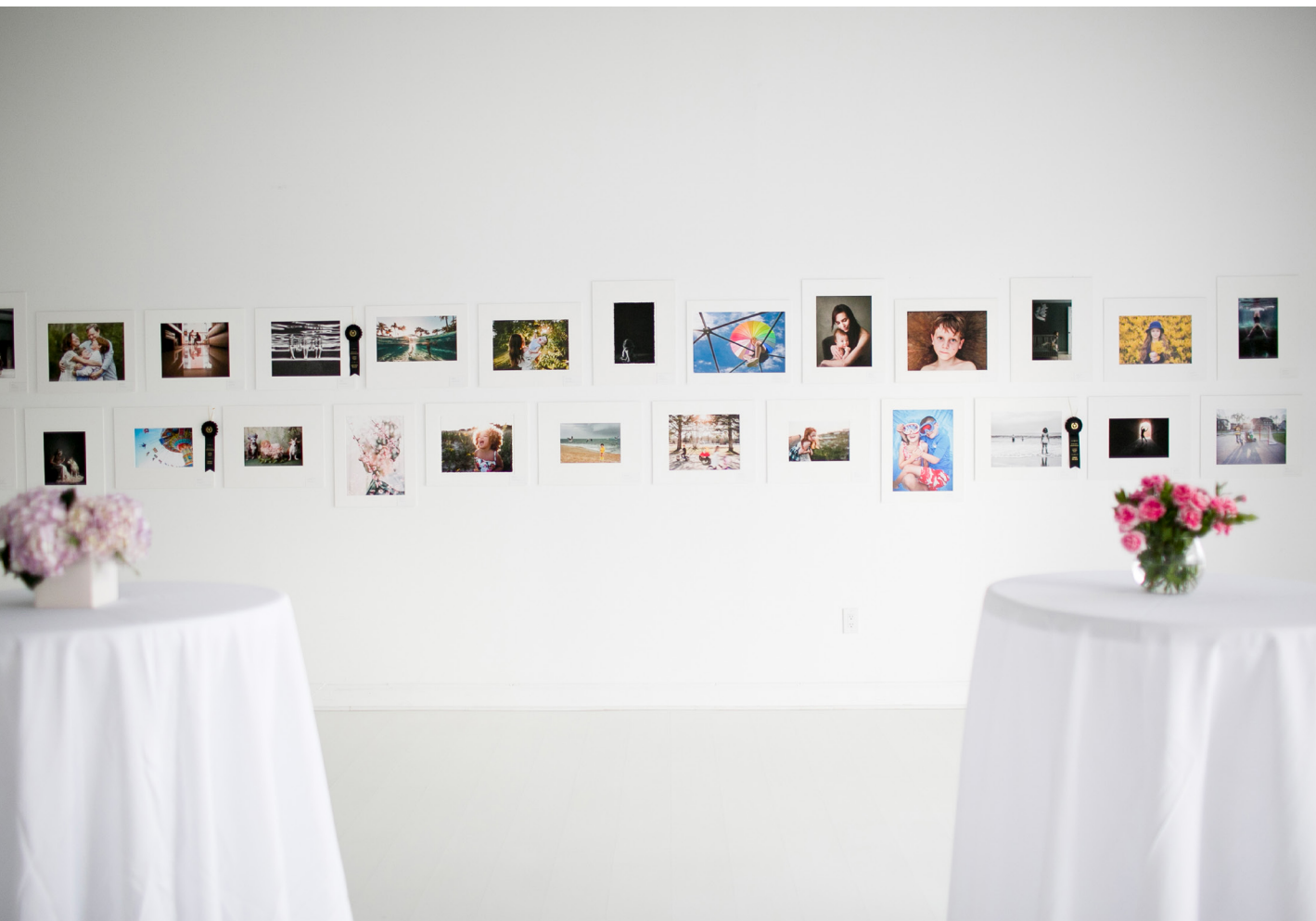
KEEP YOUR EYES OPEN

So many new and exciting opportunities are on the horizon for NAPCP! Keep your eyes and ears peeled for some big announcements - coming soon!

ASK AWAY

The NAPCP Facebook Community is a safe place to ask questions about all things photography! Not new to the game? Share advice with those just starting out!

inspired.
INSPIRED
A NAPCP GALLERY EVENT



Park Studios, Atlanta
JULY 18, 2019



COLOR

1st Place

Ashley McBroom, "Surfacing"

2nd Place

Diogo Loureiro, "Walking"

3rd Place

Lena Antaramian, "Up Up & Away"

STORY

1st Place

Keely Owendoff, "Her Turn"

2nd Place

Ashley McBroom, "Siblings"

3rd Place

Hayley Johnson, "Boy Mom"

EMOTION

1st Place

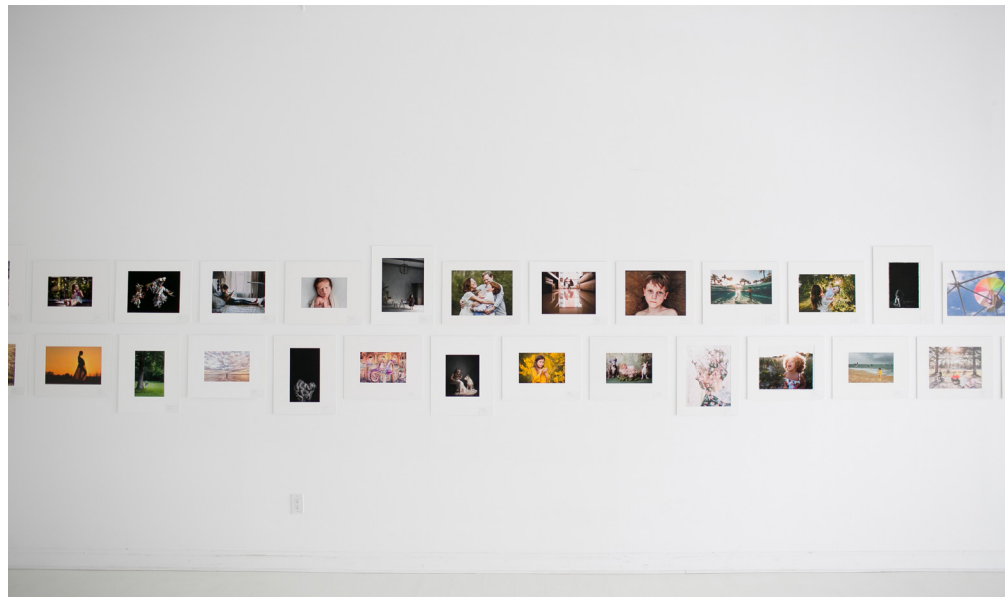
Karyn Novakowski, "Ennui"

2nd Place

Karyn Novakowski, "Parenthood vs. Childhood"

3rd Place

Liz Deremer, "Wild & Free"



A Beautiful Event

After much excitement and anticipation surrounding NAPCP's third annual gallery event and print competition, we are thrilled to feature some of the winning artists and images from this year's Inspired by NAPCP Gallery Event and Print Competition. Winning, placing, and honorable mention prints were marked by custom ribbons, for all who attended the gallery

event to see. As NAPCP continues to grow and be an industry leader, one of the most crucial pieces of our organization is the celebration and promotion of our accomplished members. We could not be more proud of the status of our gallery event, and what it brings to the artistry of professional photography as a whole.

The third annual Inspired by NAPCP Gallery Event and Print Competition was held at NAPCP's Park Studios headquarters. In contrast to our annual International Image Competitions, the NAPCP Gallery Event places an emphasis on creativity and innovation, and gives both members and non-members the chance to place in one of three categories. The categories for our 2019 event were Color, Story, and Emotion. This event provides an opportunity for NAPCP

members and friends to explore the art of professional photography in new ways.

Park Studios, which hosts NAPCP's office, was the light filled scene of the visually stunning event. In the heart of historic Atlanta, Georgia, the studio and creative space was once again transformed to coordinate with and enhance the work of our Top 100 artists.



Amazing Judges

Elizabeth Blank, Kelly Berry, and BreeAnne Cloudus look over all of the amazing prints.



NAPCP wishes to extend our most sincere thanks to our talented panel of judges: underwater and commercial portrait photographer Elizabeth Blank, fine art and wedding photographer Kelly Berry, and editorial portrait and commercial photographer BreeAnne Clowdus. Prior to the public event, the judges carefully scored each and every Top 100 print. Representing three distinct perspectives and photography styles, we are honored these award winning photographers and industry luminaries dedicated their expertise and time to our event.



Congratulations on your placing images, Ashley! Can you tell us a little bit about what these awards mean to you?

These awards mean so much to me! I fell in love with photography because of the way it feeds my inner creative soul, but it doesn't mean that it isn't an amazing feeling to get validation that my work is speaking to others as well. To know that these incredibly accomplished artists see something meaningful in an image I create is so fulfilling - I really have no words to convey how happy it makes me.



SURFACING - ASHLEY MCBROOM | 1ST PLACE, COLOR



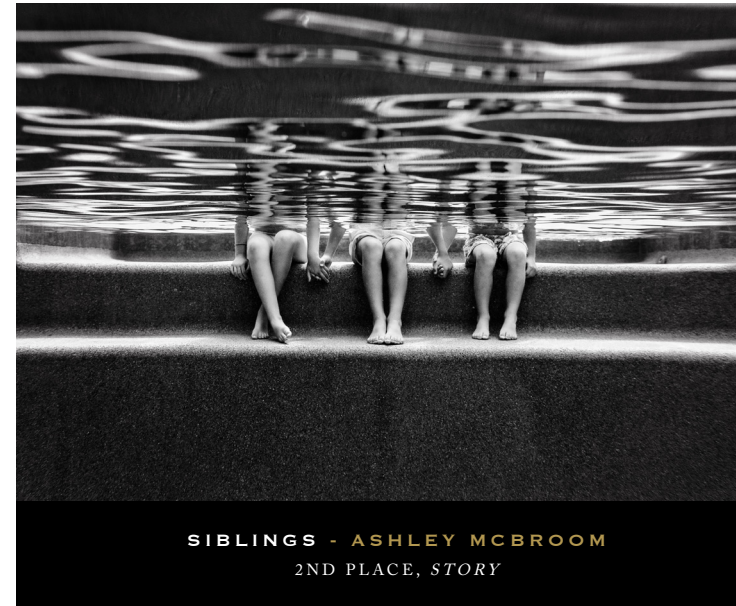
Can you tell us a little bit about what this award means to you?

We have dedicated ourselves intensely, year after year, competition after competition, to learning, reinvention, growing up ... breaking barriers (language and cultural). Receiving such an award leaves me full of gratitude and pride, and very motivated.



Can you tell us a little bit about what this award means to you?

Getting this award means a whole lot to me - it means recognition from my fellow photographers and industry leaders, confirmation from my peers that I do know what I'm doing with regard to photography, and bragging rights/the opportunity to impress my kids.



What do you expect viewers to take away from your winning images?

My "Siblings" image is all about connection. I hope it pulls viewers in and makes them pause to look at it a big longer, studying the subtle differences between the siblings while highlighting the common bond they share.



Can you tell us a little bit about what this award means to you?

Making it to the Top 100, alone, was such a shocking and exciting experience for me. To see my name listed among so many photographers that I have idolized and looked up to for so many years left me speechless. To find out that I actually made the Top 3 in my category brought me to tears!

If you could offer one tip to photographers who've never entered a print competition, what would it be?

Choose your entry category well. This can be one of the hardest parts about photo competitions. Look at each image you are considering and try to find the strongest element (light, story, composition) in each. Or even better, try to create an image with a category in mind. Some of my favorite images have come to me this way. I like to work backwards, with a clear vision in mind.



HER TURN - KEELY OWENDOFF | 1ST PLACE, STORY

Can you tell us a little bit about what these awards mean to you?

I was thrilled to see so many documentary photographs place this year, alongside some beautiful underwater and lifestyle images. For my work, I use a documentary approach because I believe that real is better than perfect. My awards hold a special place in my heart because these photographs are of my family – my husband and my daughter. They are real moments that played out over the past few months and accurately depict this season of my life. I am grateful to the judges who saw something special in them, perhaps a universal quality, one that all parents can relate to.



PARENTHOOD VS CHILDHOOD
KARYN NOVAKOWSKI | 2ND PLACE, EMOTION



BOY MOM - HAYLEY JOHNSON
3RD PLACE, STORY

If you could offer one tip to photographers who've never entered a print competition, what would it be?

I was excited to learn about this print competition because seeing my work in print is an important step in making photographs. With a print competition, I think you can choose images that take longer to read. Our brains are saturated by digital images and we tend to like a quick read when scrolling through images on our phones and computers. When we view printed photographs, we give ourselves permission to linger, to spend time diving deeper into the story of the image.

What do you expect viewers to take away from your winning image?

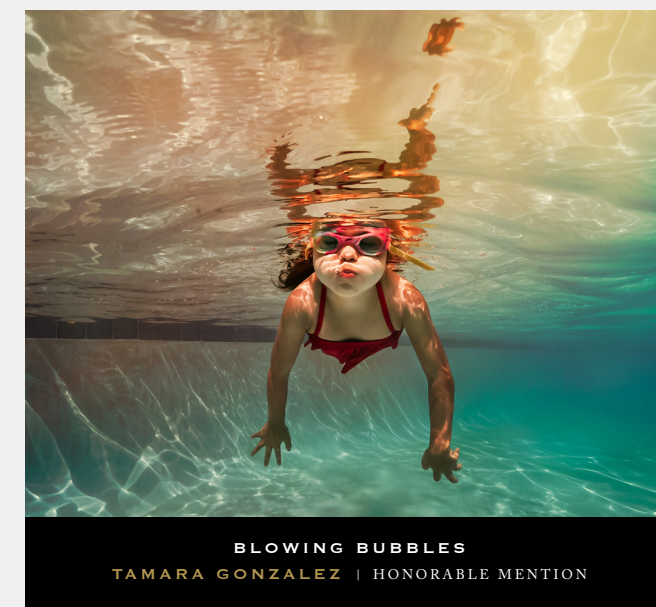
I hope fellow moms out there will smile a little when they see this image, and view it as a relatable depiction of motherhood. This image was a result of a dear friend (and fellow NAPCP photographer, Debbie Sprague) inviting me into her life to photograph her day-to-day, raising 3 boys with a husband who travels for work. When I saw the older boys playing catch in the hallway, nearly knocking photos off the wall, while Debbie was dressing her toddler one-handed, I knew that was the reality to capture.



SHIRLEY TEMPLE
JENNIFER MEHLING | HONORABLE MENTION

Can you tell us a little bit about what this award means to you?

It means more than I can ever express. I am self-taught, so placing in the top of submissions gives me the feeling of pride. It shows me all my hard work is paying off. Validation is such a confidence booster to help me realize my goals are attainable.



BLOWING BUBBLES
TAMARA GONZALEZ | HONORABLE MENTION

Can you tell us a little bit about what this award means to you?

Receiving an honorable mention for one of my first underwater portraits is simply mind-blowing! I am beyond honored that it received this recognition. This image is of my daughter, who is also excited about the honor. I asked her what it means to her, and this is what she said: "It makes me so happy!" I am so thankful to NAPCP for the continued support, and recognition.

TOP 100

FEATURED ARTISTS

Amanda Dams

amandadamsphotography.com | @amandadams

Annika Bloch

annikabloch.com | @annikabloch_photography

Ashley McBroom

ashleymcroomphotography.com | @ashley_mcroom_photography

Autumn Shadd

autumnbriphotography.com | @autumnbriphotography

Beth Ann Fricker

bafphotography.com | @bethannfricker

Carolyn Ann Ryan

carolynannryan.com | @CarolynAnnRyan

Clare Ahalt

clareahaltphotography.com | @clareahaltphoto

Cristin More

cristinmorephotography.com | @cristin_more

Crystal Mercredi

lifeandportraits.com | @lifeandportraits

Diana Unanyan

dianaunanyan.com | @diana.unanyan

Diogo Loureiro

loureirosfotografia.com.br | @loureirosfotografia

Elise Travis

elisetravisphotography.com | @elisetravisphotography

Emily Yewchuk

yewphotography.com | @yew.photography

Erica Hurlburt

ericahurlburtphotography.com | @ericahurlburtphotography

Erika Holifield

erikaholifieldphotography.com | @erikaholifieldphotography

Erin Clayton

erinclaytonphotography.com | @erinclaytonphotography

Erin Michalski

erinmichalski.com | @erinmichalski.photographic.art

Hayley Johnson

hayleyjphoto.com | @hayleyjphoto

Heather Rodburg

heatherrodburgphotography.com

Helena Goessens

helenagoessens.com | @helenagoessens_photography

Iris Rocha

irisrocha.com | @iris_rocha_photography

Jennifer Evans

edenbluephotography.com | @edenbluephotography

Jennifer Jackson

jenniferlynnstudio.com | @JenniferLynnPhotography09

Jennifer Mehling

jennifermehlingphotography.com | @Jennifermehlingphotography

Jennifer F Petritz

jenpetritzphotography.com

Jenny Perry

jennyperryphotography.com | @jennyperryphotography

Jenny Sherouse

jennysherouse.com | @jennysherouse

Julianne Green

juliannegreen.com | @juliannegreenphotography

Kansas Pitts

kansaspitts.com | @photogingmama

Karyn Novakowski

kinandkidphotography.com | @kinandkid

Kathryn Langley

kathrynlangleyphotography.ca | @kathrynlangleyphotography

Keely Owendoff

keelyowendoff.com | @keewendoff

Kimberly Tank

kimberlytank.com | @kimberlytank

Kristin Merck

kristinmerckphotography.com | @kmpfoto

Kristin Vacca

theflashladyphotography.com | @theflashladyphotography

Kristyn Miller

kristynmiller.com

Lena Antaramian

livelovelaughphotos.com | @livelovelaughphotosnj

Lindsay Klopping

kloppingphotography.com | @kloppingphotography

Lindsey Powell

lindseypowellphotography.com | @lindseypowellphoto

Lisa Hoang

simplybabyphotography.com | @SimplyBabyPhotography

Liz Deremer

olivehuephotography.com | @olivehuephotography

Marcela Limon

lemonshoots.com | @lemonshoots

Meg Miller

photographybymegmiller.com | @photographybymegmiller

Megan Matula

meganmatula.com | @thenewbornlady

Meridith Smith

meridithlynn.com | @meridith_lynn_photography

Pam Bell

pambellphotography.com | @pambellphoto

Pamela Salai

pamelasalaipfoto.com | @pamelasalaipfoto

Renee Stengel

reneestengelphotography.com | @reneestengelphotography

Rya Duncklee

ryaphotos.com | @ryaphotos

Saren Cassotto

sarencassottophotography.com | @sarencassottophotography

Sennu Maria Keith

storiesofjoyphotography.com | @sennumariakeith

Tamara Gonzalez

tkgphotography.com | @tamaragpics

Tina Krafts

tinakraftsphotography.com | @tinakraftsphotography

Ute-Christin Cowan

utechristinphotography.com | @ute_christin_photography

Vaida Martinkienė

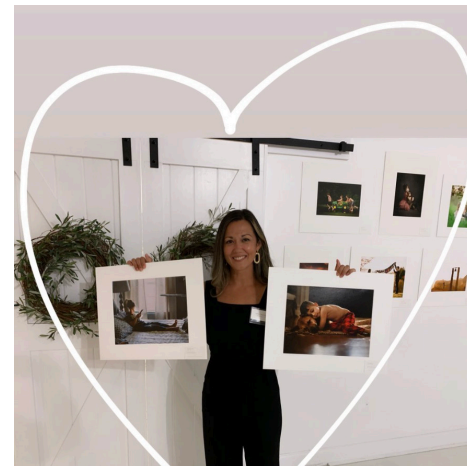
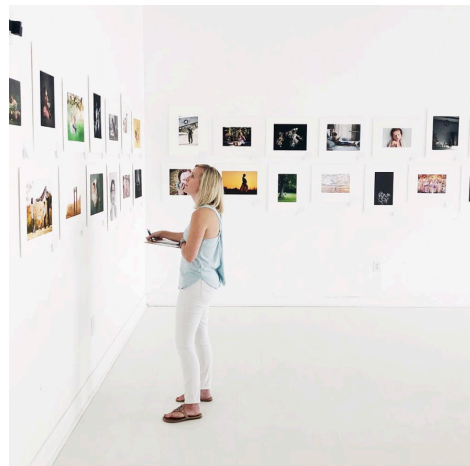
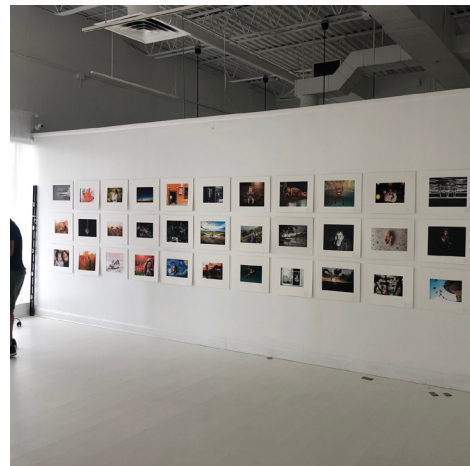
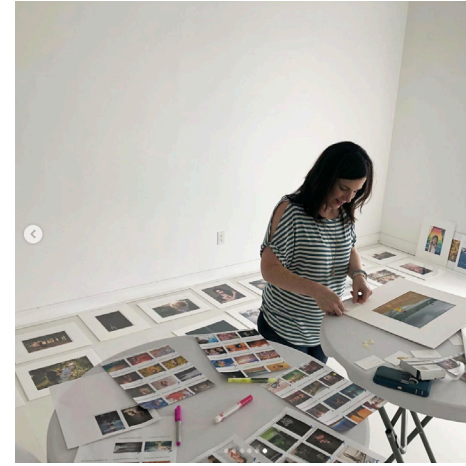
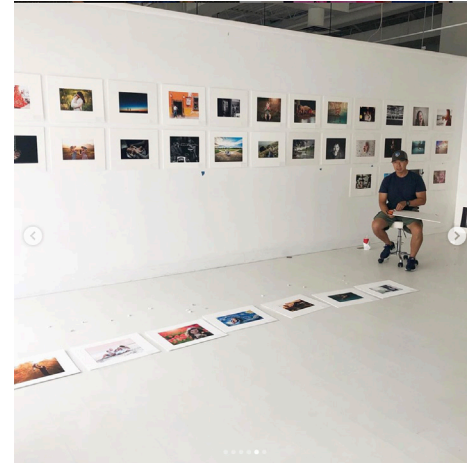
foto beauty.lt | @foto beauty_photography

thank you to our partner

MUSEA LAB

BEHIND THE SCENES

at the Inspired Gallery Event





Three Tips

HOW TO STAND OUT AS A UNIQUE PHOTOGRAPHER IN A SATURATED MARKET

by Liz Deremer

1. Separate yourself from the masses by offering something completely unique to your area.

A themed mini session that represents you and your brand can really create a buzz in your community and help to get your name out there. I've had so much success with my pineapple themed mini sessions, and clients ask for them every summer. Have you ever been browsing through Instagram and had an underwater photo or a drone shot stop you mid scroll and make your jaw drop? These are the types of images that really catch people's attention. They are from such a unique perspective and are not offered by your average photographer. Yes, there will be a learning curve, but if you have the opportunity, invest a little time and do some research.

2. Stand out in the photography crowd by creating lasting relationships with your clients.

You can start to form that connection immediately after receiving their first inquiry. Being attentive, enthusiastic and flexible can really make an impact. Invest in getting to know them and let them feel your excitement to capture these milestones for their family. If you think about it, it is truly an honor for them to be choosing you, out of so many, to capture these fleeting moments in their lives. Show your gratitude. Whether it be a little note sent in the mail or a social media comment wishing their youngest a happy birthday, a little thoughtfulness can really go a long way. Create a connection that can't be found with just any other photographer.

3. I'm sure you've heard this before, but it might just be the most important. *Stay true to you!*

Create your brand based on your personality and what brings you joy as an artist. Whether it's bright, colorful and fun imagery, or dark, emotive and moody images that move you. Your brand should solely reflect you, the artist. Build the confidence in yourself to stick to what it is that makes your heart smile. This passion and creativity is what will attract attention from the right clientele both now and in the future.



EDYTA GRAZMAN
Chicago, Illinois



ERIKA HOLIFIELD
Charlotte, North Carolina



JANICE MORSE
Marlton, New Jersey



RENEE STENDEL
Charlotte, North Carolina

MEET OUR *new* NAPCP
AMBASSADORS



KRISTIE BRADLEY
Ashland, Virginia



MONICA ALVAREZ
Naples, Florida



HEATHER
DAVIDSON-MEYEN
Toronto, Ontario, Canada



SUMMER BRADER
Downers Grove, Illinois

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GATHERINGS

SEPT 8TH-14TH



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THE
Self
Portrait
ISSUE

AUGUST 2019



Erin Clayton

Gear:

Nikon D750 | 24-70mm

Settings:

f/2.8 | 1/250 | ISO 640

Business:

Erin Clayton Photography

Website:

erinclaytonphotography.com

Instagram:

@erinclaytonphotography



Tamara Gonzalez

Gear:

Canon 5D Mark III | 85mm

Settings:

f/2.8 | 1/100 | ISO 250

Business:

Tamara Gonzalez Photography

Website:

tkgphotography.com

Instagram:

@tamaragpics



Jennine Coosaia

I took this photo during a time of personal, artistic soul-searching. I was feeling like the work my clients were asking me to produce was no longer in line with what was fulfilling me artistically. I also found myself looking up to mentors and other ‘insta-famous’ photographers and feeling like even though I’d been working hard to hone my craft for nearly a decade, I would still never measure up. After a scathing critique of my work from another photographer, I literally felt stripped down, exposed, raw and sensitive. At this time, I was also contemplating letting my studio go and focusing on more outdoor family portraits. I just felt like I was spinning my wheels and not moving forward. I decided to stop letting it get to me and to use that energy to dig deeper artistically. This image is a result of that soul-searching exercise.

Gear:

Canon 5D Mark III | 24-70mm

Settings:

f/3.5 | 1/200 | ISO 400

Business:

Sky 9 Studio

Website:

sky9studio.com

Instagram:

@sky9studio





Gear:
Nikon D810 | 85 mm

Settings:
f/2 | 1/1000 | ISO 320

Business:
Amanda Dams Photography

Website:
amandadamsphotography.com

Instagram:
[@amandadamsphotography](https://www.instagram.com/amandadamsphotography)

Amanda Dams

That was the first time I did a “professional” self-portrait. The tripod and timer were my best friends here. Also, my first time in a sunflower field. I was inspired by the amazing colours of the sunflowers and by how incredible nature is.

”



Amanda Thomason

Gear:
Canon 5D Mark III | 85mm

Settings:
f/2.8 | 1/500 | ISO 4000

Business:
Amanda Hammons Photography

Website:
amandahammonsphotography.com

Instagram:
[@amandahammonsphotography](https://www.instagram.com/amandahammonsphotography)



Ashley Soeder

Gear:
Canon 70D | 18-55mm

Settings:
f/3.5 | 1/250 | ISO 3200

Business:
Ashley Soeder Photography

Website:
ashleysoederphotography.com

Instagram:
[@ashleysoederphotography](https://www.instagram.com/ashleysoederphotography)



Pamela Salai

Gear:

Canon Mark III

Settings:

f/2.8 | 1/500 | ISO 400

Business:

Pamela Salai Photography

Website:

pamelasalaiphoto.com

Instagram:

@pamelasalaiphoto

Aly Nickerson

Gear:

Canon 6D | Lensbaby Sol 45

Settings:

f/3.5 | 1/60 | ISO 200

Business:

Alygraphs

Website:

alygraphs.com

Instagram:

@alygraphs



Settings:

f/3.5 | 1/200 | ISO 1250

Business:

Deborah Browne Photography

Website:

deborahbrowne.com

Instagram:

@deborahbrownephotography

Debbie Sprague

I was getting close to the delivery of my 2nd baby, and I wanted to capture a last moment with the baby in my belly, with my firstborn. This was the last picture we took of the two of us, before my son was born.





Cassandra Estifanos

I call this image MOM-TOG. It is the two sides of me. The first side is the side of who I wish I was. The woman who is always put together, always has her makeup and hair perfect, and has time to center her selfies perfectly.

The other side is who I really am. A full time photographer/studio owner who photographs more than 30 sessions a month, a mom to a toddler, a woman who edits all night while everyone sleeps and lives off of 4 hour sleep cycles, iced coffee and her kid's laughter. The woman who is burned from her kids swim lessons, who has freckles from all the park trips where she stands in the sun and watches to make sure her daughter is safe. The woman who just throws her hair back without even brushing it because she has more important things she can be doing with her time like answering e-mails, editing, cleaning, etc. The woman who is so busy she can't take an extra second to perfectly center her selfie.

And if you are wondering if after taking this photo, did I go and do my other side of my face with makeup? The answer is no. I took it all off, threw up my curls into my mom bun, and went to pick up my daughter from school. Because I have no time.

”

Gear:

Canon 5d Mark IV

Settings:

f/2.5 | 1/300 | ISO 200

Business:

Casema Photography

Website:

casemaphotography.com

Instagram:

[@casemaphotography](https://www.instagram.com/casemaphotography)



Aleksandra Gajdeczka

Gear:

Nikon D750 | 35mm

Settings:

f/2 | 1/250 | ISO 10,000

Business:

Aleks Gajdeczka | Photographer

Website:

aleks-gajdeczka.com

Instagram:

[@aleks.in.austin](https://www.instagram.com/aleks.in.austin)

Chelsey Hill

Gear:

Canon 5D Mark IV | 35mm

Settings:

f/3.2 | 1/400 | ISO 400

Business:

Chelsey Hill Photography

Website:

chelseyhillphotography.com

Instagram:

[@chelseyhillphotography](https://www.instagram.com/chelseyhillphotography)





MEMBER

Jenna Hobbs

This is a self portrait that is part of my 'Mama Tried' self portrait series. Each image I make for the series is to spark a sense of familiarity or nostalgia in others. It is posed photographs of me and my five kids, that are inspired by the candid moments that life brings us. This photograph was to represent mama, myself, trying to get the classic portrait on the front step.

”

Gear:
Canon 5D Mark IV | 24mm

Settings:
f/13 | 1/200 | ISO 400

Business:
Hobbs Photography

Website:
hobbsphotography.ca

Instagram:
@Hobbs_photoandfilm



Summer Hughes

Gear + Settings:
Canon 5D Mark III | 35mm

Settings:
f/2 | 1/1250 | ISO 100

Business:
Whit + Whimsy Creative

Website:
witandwhimsycreative.com

Instagram:
@witandwhimsycreative

featured artist

Beth Ann Fricker

MEMBER

I have a very high prescription and wear my glasses all the time. I wanted to re-create the feeling of blurriness and imperfection that I see by them.

”

Gear:
Canon 5D Mark III | 35mm

Settings:
f/2.5 | 1/200 | ISO 2000

Email:
bethannfricker@gmail.com

Website:
bafphotography.com

Business:
BAF Photography

Instagram:
@bethannfricker



INSPIRED

FILM/HYBRID | SEPTEMBER 2019

Are you a film or hybrid shooter? If you are, this month's for you! Show us your best film work and get featured in the September issue of *Inspired* Magazine. Remember, our NAPCP members will always receive preference for selection. Send us your best images!

Submissions Close August 30th



IMAGE COMPETITION

CHOOSING YOUR BEST WORK

AN ARTICLE BY ASHLEY MCBROOM

Competition. Judging. These words invoke a little bit of a bad connotation, don't they? They can definitely make you feel scared. In today's world, in which we celebrate acceptance and inclusion, it almost feels like we're doing something wrong to judge or invite ourselves to be judged by others. In reality, though, we all do it every day as we scroll our social media feeds. Then, when we bravely click "post" on one of our own images, we're putting it out there for the world to judge. Every time we deliver client galleries, which we put so much planning and so many editing hours into, we're submitting our work to their judgement. We anxiously await that email that says how much they love their images. It's not easy and it's nerve-wracking, but opening ourselves up to judgement and critique are essential to our growth as artists.

Where does all this judging get us? The thing I love about photography competitions is how they force me

to take a harder, longer look at my work. Thumbing through my portfolio and selecting images to submit to a competition drives me to think about why an image may work and why it may really resonate with others. And a good chunk of the time? Well, it makes me notice those little things about an image that cause it to miss the mark. You know that feeling you get when you have an almost perfect image, but you tried shooting it at f/2.0 and just missed focus? Or you were rushing to capture a moment and the resulting composition is slightly off from what you really wanted? Looking back at those near-favorites is hard because it brings about a little twinge of regret, but the growth we gain from it is worth the momentary frustration. For me, reviewing my work - noticing weaker points and celebrating my favorite shots all over again - gives me extra motivation to go into my next session with a stronger vision and a plan.





TIPS FOR ENTERING COMPETITIONS:

The Basics

Understand the guidelines – It probably goes without saying, but pay close attention to file size and image naming guidelines! People running competitions don't always have the time to email you to say your image didn't meet the specifications and they need you to upload it again - get it right.

I always double check my images after exporting them and before uploading them to the competition link. I want to be sure that the resolution looks good, since each competition's file requirements are unique and they're always different than the export presets I typically use. This is one of those times to really read the fine print. By submitting an image, are you retaining copyright? Are you committing to anything past initial submission? It's important to make sure you're comfortable with all of the image usage information and contest requirements up front.



Select Images That Elicit Emotion

For me, there are photographs I take that my mind comes back to again and again throughout the year. I follow that inward pull I feel toward an image to decide if it's one I should enter, and I use that feeling to guide me, above all else. After I compile a folder of my favorites, I look at things like technical accuracy, composition, uniqueness, how well it was received on social media, how closely it fits within the competition categories, and other relevant criteria to narrow down which ones I submit. If I still have trouble, I don't hesitate to ask for opinions from friends and family – whether they're photographers or not!







Branch Out

Don't be afraid to enter images outside your normal style – this is your chance to test new things! Sometimes I find myself hesitating to share an image due to the fear that it won't fit in with the rest of my work. All those little doubting questions come up - Will people like it? Will I lose followers? Does it feel like “me”? When it comes to image competitions, throw all that background noise out the window. The images you select don't have to be edited the same way or look like anything else you've submitted in the past. As artists, we've all learned the importance of finding our voice and creating a cohesive portfolio. But let's be honest, we're creatives at heart and we're constantly intrigued by what's new and different. Competitions give us the chance to shoot something completely out of the realm of our day-to-day work or to edit an image differently than our normal style. Entering a variety of work may even increase your chances of having multiple images selected as top images!

Understand How Your Images Will Look to the Judges

For digital competitions, it's important that your screen is calibrated, so that the colors and brightness will as closely match what the judges are viewing as possible. I like using my Spyder 5 for monthly calibrating. For print competitions, get to know your printer and be sure to install their profile(s) into your editing software. I love that I can quickly see how my image will print, using my Lightroom soft proofing screen, on a variety of paper and ink types with my favorite lab. I can see where blacks may be clipped or colors may be out of sorts and I can make adjustments accordingly. Another key for print competitions – and we should all do this for client print orders, too – is to turn down our screen's brightness! I like to lower my screen brightness to no more than the halfway point, and I often add a curves layer to bump up midtones before sending files to print. Computer screens are backlit so prints will always appear darker than digitals will unless we make special adjustments for print!

Double Check the Details

This is the time to go back over your images with a fine-toothed comb! Remove any distracting elements and do a double check that skin tones are the way you want them to look. Once you think you're done, sleep on it and check one more time in the morning. Staring at something for too long normalizes how it looks to us, and a fresh set of eyes the next day can make all the difference!

IN THE END...

Print competitions serve as a reminder that, first and foremost, as photographers we are artists. We have visions, styles and voices that we want to have heard. Yes, we may be business owners, accountants, chauffeurs to our children, and personal chefs for our families, too. We probably all wear more hats than we can count. I would guess that for most of us, though, the idea of creating art is what pulls us daily into our roles as photographers. It's incredibly validating to win an award in a competition, but as cheesy as this may read, if you're creating images that you love enough to want to enter, you're already winning!



I love contrast, drama, eye contact, and color, and those elements show up often in my work. This image is an example of one that's outside the norm for me – I think I waited months to share it online after shooting it, because it didn't "fit in" as much with my work. I went out on a limb and entered it in the Inspired by NAPCP Gallery Event and Print Competition, and was thrilled to see it show up in the Top 100!



featured artist



Ashley McBroom

Business: Ashley McBroom Photography

Website: ashleymcbroomphotography.com

Instagram: [@ashley_mcbroom_photography](https://www.instagram.com/ashley_mcbroom_photography)

MEMBER



wonderful
YEARS

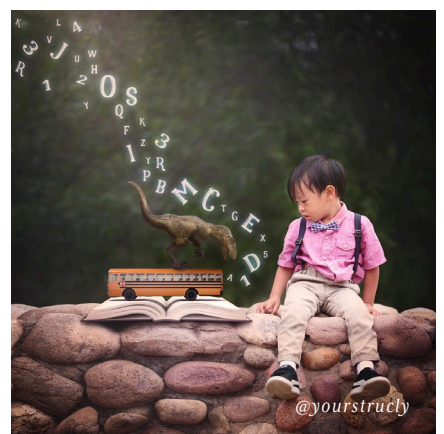
2019 marks NAPCP's 10th year! We're asking members to share how NAPCP has helped them with business growth, skill improvement, and professional relationships (read: friendships!) throughout the years. Selected stories will be featured in a very special issue of Inspired Magazine this December!

READY TO SHARE YOUR STORY?

Visit: www.napcp.com/10-years-of-napcp

August 2019

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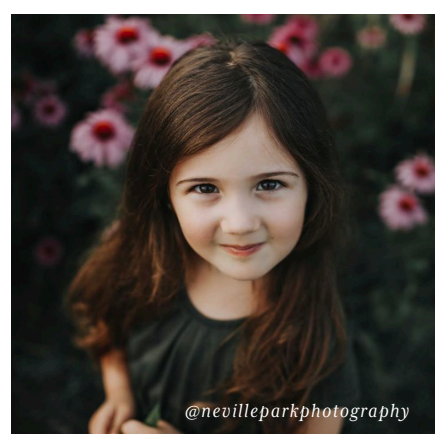
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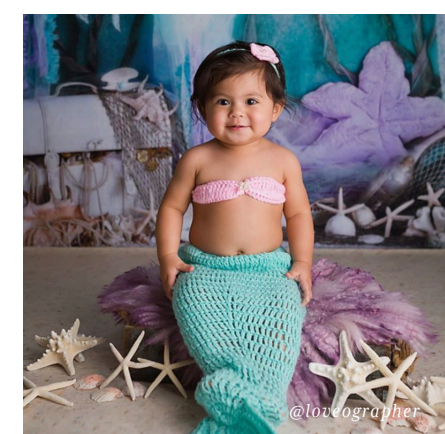
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@niccolephotography



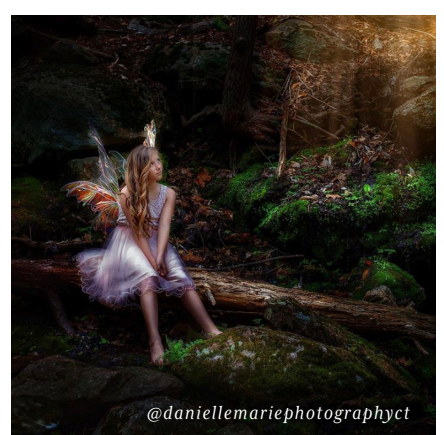
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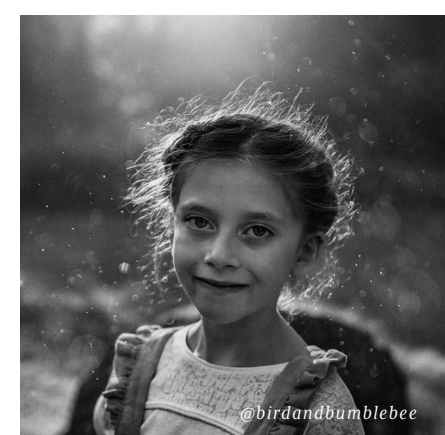
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@forestandfernphotography



@daniellemariephotographyct



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@chrisynoeiphotography

Tag #NAPCP on Instagram and you may see your work in a future issue of Inspired!

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napcp.com/membership-benefits

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MARKETING MONDAYS

napcp.com/marketing-mondays

IMAGE COMPETITION

napcp.com/about-our-image-competitions



Winning Image by Erica Bowton of Erica Eldridge Photography

EXPOSURE

There are so many ways to contribute to the NAPCP Community. Whether it's through speaking, hosting a Marketing Monday, becoming a NAPCP Ambassador or even simply writing a blog article – there's an opportunity for everyone! We love giving our members a platform through which they can share their knowledge and work with the world!

WAYS TO CONTRIBUTE

For more information, please contact us at: info@napcp.com

- Contribute to Inspired Magazine
- Host a Marketing Monday
- Contribute to the NAPCP Blog
- Become a NAPCP Ambassador



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