



THE
WEDDING SCHOOL
CHOOSING COMPETITION IMAGES

WHY ENTER COMPETITIONS?

- ▶ It pushes me to be better
- ▶ Winning = my work on the web = links to my site
- ▶ It makes my resume look fancy to potential clients
- ▶ It makes my website look fancy to potential clients
- ▶ It's another way to for clients to find me
- ▶ Mostly, it pushes me to be better



COMPETITION MYTHS

- ▶ “All that matter is what your clients think”
- ▶ “Competition judges don’t know anything”
- ▶ “All art is subjective”
- ▶ “I don’t want some judge who doesn’t know me judging my work”
- ▶ “The judge got it wrong, they don’t understand the circumstances around the shot”



WHAT MAKES A GREAT COMPETITION IMAGE

- ▶ Excellent lighting, whether artificial or natural
- ▶ Flawless composition and a clear story that needs no explanation
- ▶ Perfect post-production, color balance, and a gentle touch in Photoshop
- ▶ Something fresh, new, and different
- ▶ Something classic, done perfectly



ACCORDING TO PPA

- ▶ Impact
- ▶ Technical excellence, technique, and lighting
- ▶ Creativity and center of interest
- ▶ Style, storytelling, and center of interest
- ▶ Composition
- ▶ Presentation and color balance



CHOOSING COMPETITION IMAGES



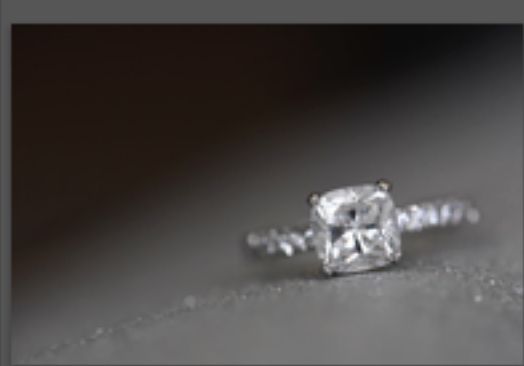
THE BASICS

- ▶ I keep a folder of RAW and JPEG images each year
- ▶ Each wedding, each blog or social media image
- ▶ I assess the images at the end of each year
- ▶ I do a preliminary cull myself
- ▶ Once I lose perspective, I put the images online and ask some trusted friends





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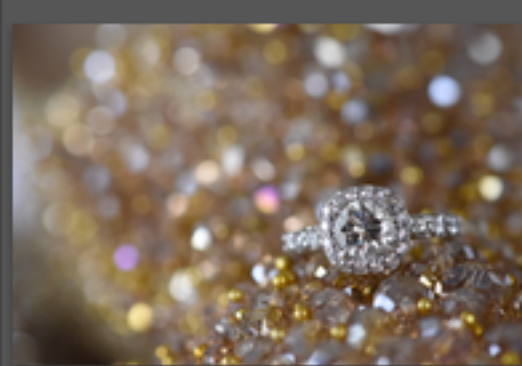
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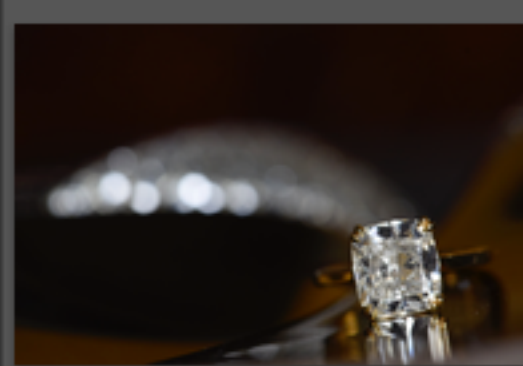
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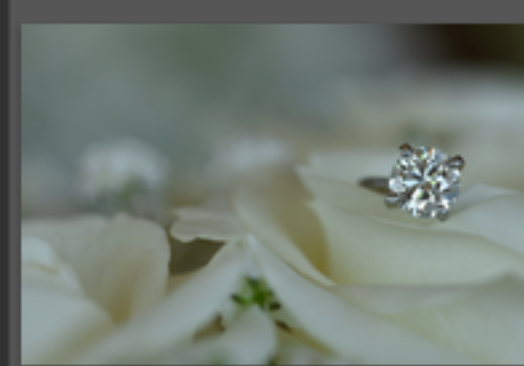
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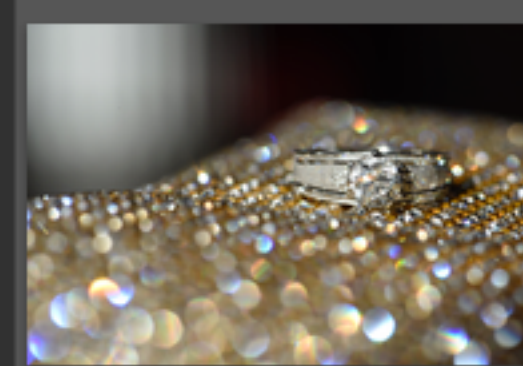
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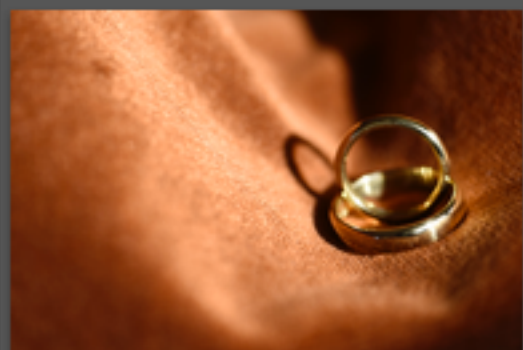
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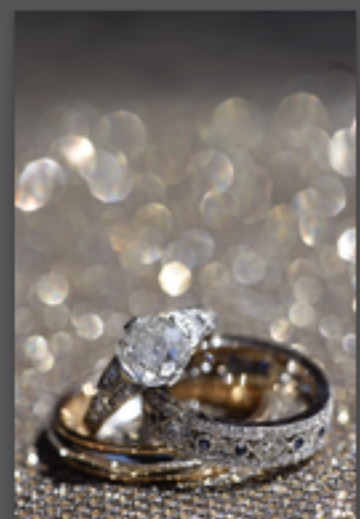
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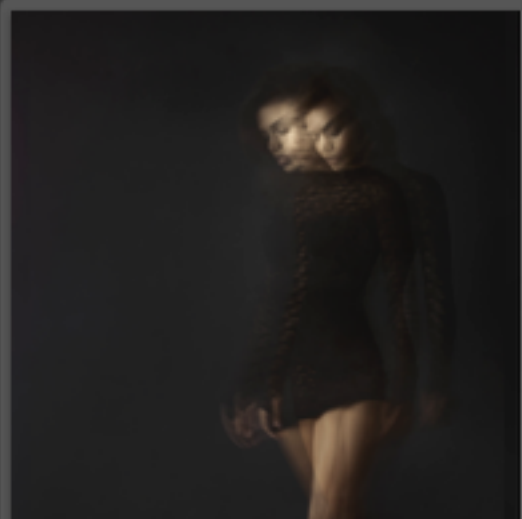
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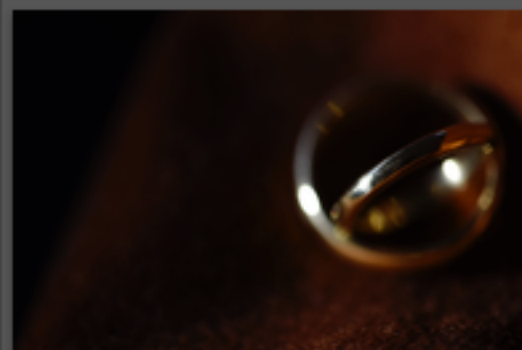
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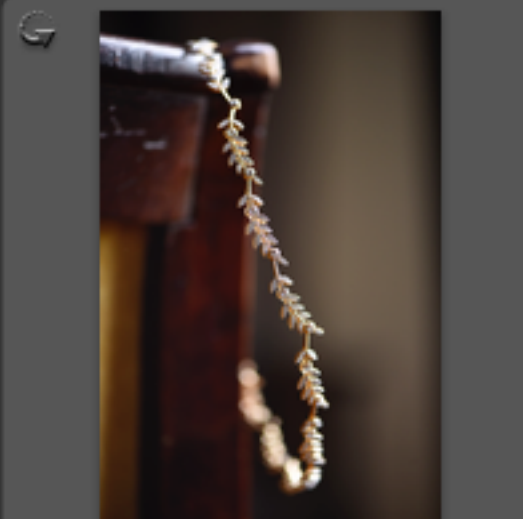
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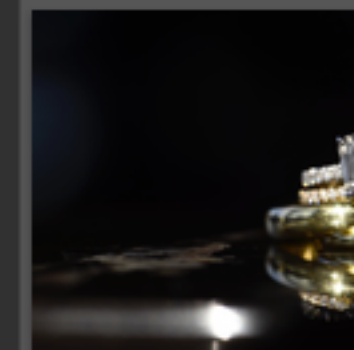
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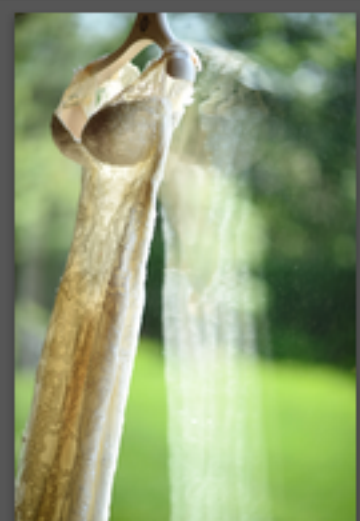
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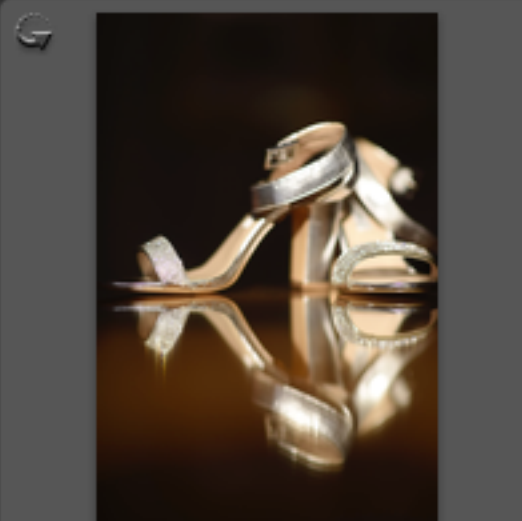
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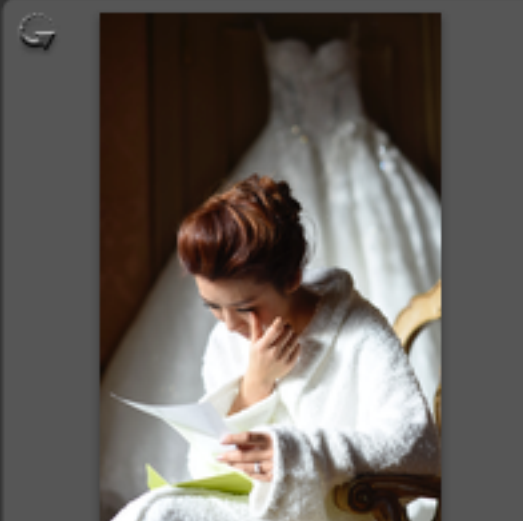
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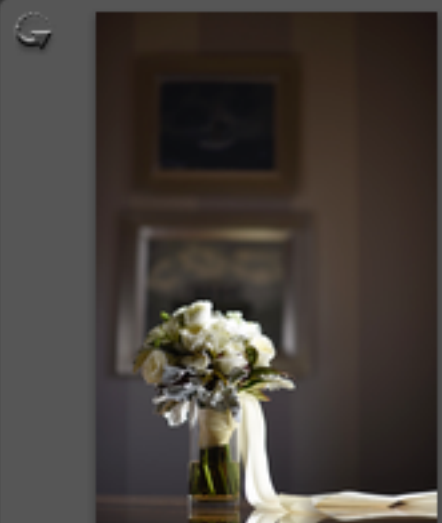
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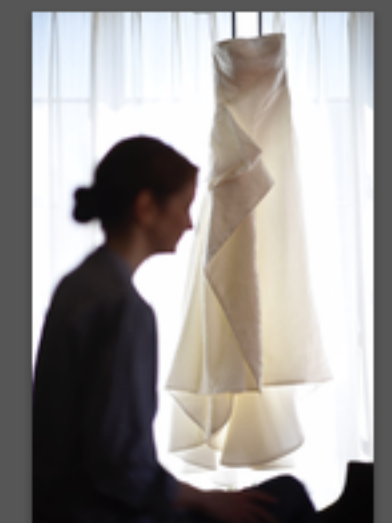
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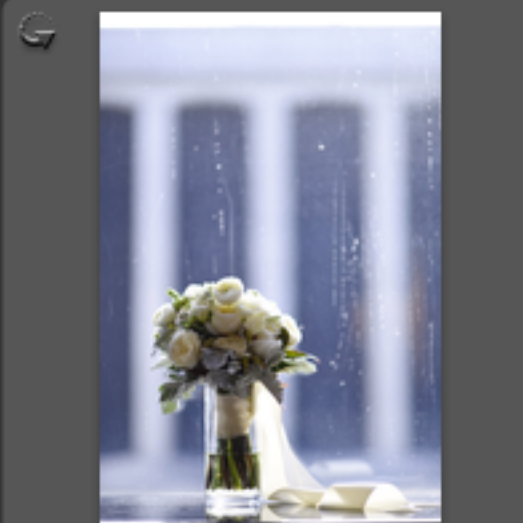
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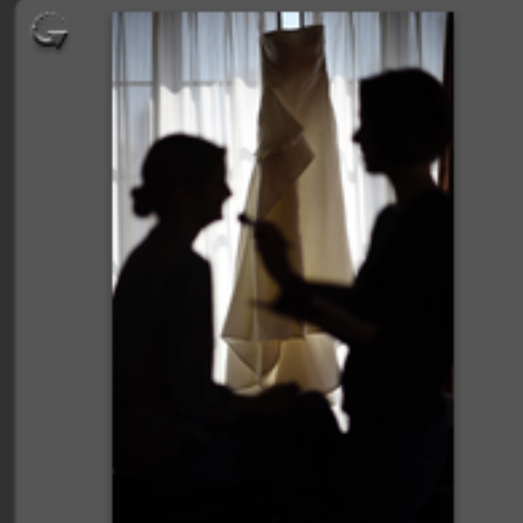
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0033_052816_Fang.NEF



WHY AN IMAGE WORKS







































**WHY AN IMAGE
REALLY WORKS**













**WHY AN IMAGE
DOESN'T WORK**

















**WHEN THE JURY IS
DIVIDED...AND BOTH
SIDES ARE RIGHT**













WHAT COMPETITIONS TO ENTER



DO YOUR RESEARCH

- ▶ Which fit your style and your goals?
- ▶ What is free, what requires you to pay?
- ▶ Which are digital, and which are print?
- ▶ I prefer Fearless and WPPI
- ▶ I plan to start entering PPA
- ▶ If it's free, it can't hurt!
- ▶ Look at the judging panel....are they legit?



WINNING AND LOSING

- ▶ Blog posts, social media, share the news if you win
- ▶ Create an awards gallery on your website
- ▶ List your wins in your “about” section
- ▶ If they’re great wins, mention them in your inquiry response email
- ▶ If you lose, sometimes you deserved it...and sometimes you didn’t
- ▶ Learn from your losses and try again!

