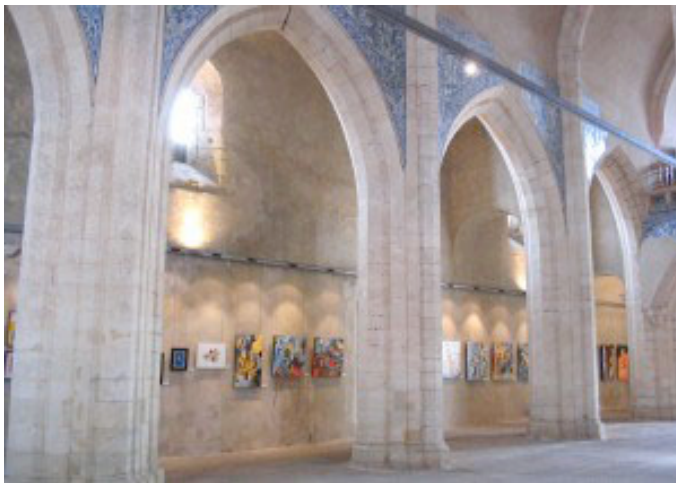


MASTERS OF CONTEMPORARY PANORAMIC PHOTOGRAPHY

A handbook for those participating in the exhibit, by Don Bain, curator.



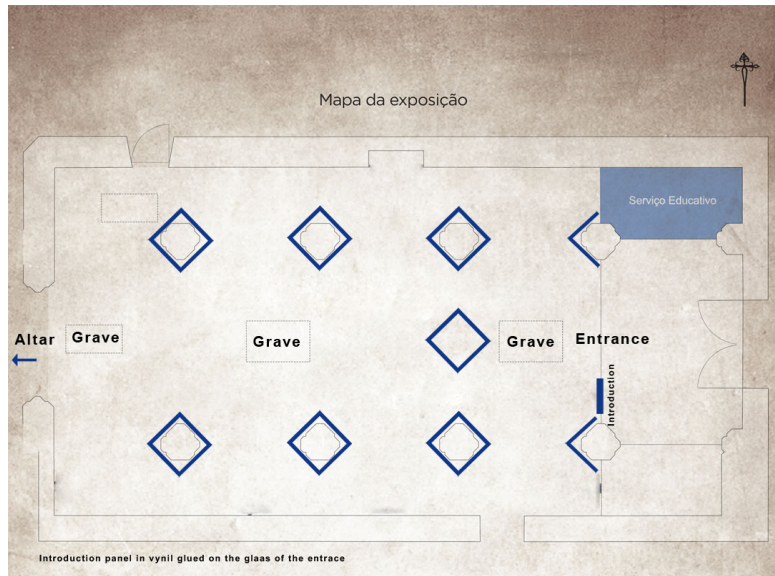
This summer the International VR Photography Association (the IVPRA) is presenting Palmela 2011 - The International Panoramic Photography Festival. It will begin with a conference from June 1 to 5, and continue with events and exhibitions throughout the summer.



This exhibit will be staged in the São Tiago Church at Palmela Castle. We aim to complement the beauty of this ancient space with our contemporary art.

The exhibit will open with a reception from 6:30 pm to 8:00 pm on Thursday, June 2, 2011. Both local dignitaries and conference participants will be in attendance. The entire exhibition will remain on display, open to the public, to the end of August.

Eight lofty stone columns line either side of the church. Six of these will be surrounded by squares of four large panels bearing the artwork, and two others will have two panels each (refer to the floor plan). There will be one master per panel, a total of 32. There will be an introductory display flanking the entrance.



Each panel will have a header across the top with the exhibit logo and the master's name. Below that, on the right, there will be a portrait and personal statement/biography. On the left there will be room for two, three, or possibly four prints. I am sorry that there will not be as much space for each master as originally expected, nor will there be room for especially large prints.

I will ask you to send me low resolution samples of the artwork you wish to include. You may choose to specify sizes and arrangement of the works on the panel, or allow the exhibition preparation staff to handle it. Once I have approved your photos (not a big deal, don't worry) you will be asked to upload high resolution versions for printing and the web gallery.

At about the same time I will need your personal details and statement/biography, plus a caption for each image. I will edit these, check with you for final approval, then forward them to the preparation staff. We hope also to translate all text into Portuguese.



The panels will be printed as one big sheet, so all materials must be available and final at the same time. Since it will be difficult or impossible to remove the pages without damage, the artwork will be destroyed at the conclusion of the exhibit to preclude misuse or sale.

We hope also to display both flat (like the prints) and interactive (VR) versions on the conference website. If time allows we would like to produce a "print-on-demand" book consisting of the exhibition contents. Your permission will be requested for each of these items individually.

We would like to have all materials final by **May 1** so the preparation team can begin layout. The absolute deadline will be May 8/9 as printing will be done (all at once) on May 10.

I will be available for consultation continuously during this time. Keep in mind the time-zone differences, and don't cut the deadlines too close.

This promises to be an exciting and significant opportunity to display and promote panoramic art. Thank you for helping to make it possible.



Detailed Instructions

Here are the things that we need from so that we can prepare your panel in the Masters of Contemporary Panoramic Photography exhibit.

SUMMARY

Text items, e-mail them to Masters@Palmela2011.com

1. basic information about yourself
2. your personal statement
3. captions for each of your approved prints

Graphic items, e-mail them to me first (as low resolution jpegs) then, when approved, upload them using WeTransfer.com.

4. a picture of yourself
5. the images you would like to use in the exhibit
6. equirectangular images for the web gallery (optional)
7. a suggested layout for your panel (optional)



Text Files

Include all of the items below in a single e-mail and send it to me at dbain@palmela2011.com.

I will edit it, maybe ask you for more information or to clarify something. When I have a final draft I will send it back to you for approval, then I will send it to the exhibit preparation team.

1. Please begin your e-mail to me with the following **information about yourself**.

your full **name**

your personal **e-mail** (for my records, will not be made public)

your **Skype** name (for my records)

your **company** name (optional)

the name and url of your personal or company **website**, or other location where your work can be viewed (this will appear, with a QR code, at the end of your biographical statement)

the **city** and **country** where you are based

a **mailing address** so we can send you a nice certificate

2. Next **describe yourself and your work**.

This can contain biographical information as you see fit. Most importantly you should tell us about your work in the field of panoramic photography. Describe your specialties, the focus of your work, and what you hope to accomplish with it.

Be sure to justify the claims I am making about you in the exhibit description:

The photographers featured in this exhibit have been chosen for their special contributions to the field. They share a seriousness of purpose, dedication to the 360-degree view, and a personal vision of what is possible and important. They have each produced a body of work with a personal focus and specialty that exhibits their versatility and broad competence. They have demonstrated a capacity to inspire both their peers and the public with their art.

You don't need to go down the list commenting on each point just be sure the message is clear - you are serious about 360-VR, have done a lot of great work, and are making unique contributions.

Word this in the first person (I did this, I believe that...). Vary the lengths of your sentences and avoid using the same words or phrases over and over. Break it into several paragraphs, and begin each one with a sentence that gives the reader a hint what the paragraph will be about (a topic sentence). I will be glad to help with style, grammar and spelling when I edit, but the thoughts expressed are up to you.

We have quite a lot of space for these statements (refer to the panel diagram), enough for about 465 words. If your statement is too short or too long I will let you know.

3. I will need a full caption for each of the prints you want included in the exhibit.

The first line should be a **title**, something that is both explanatory and eye-catching, not necessarily just the plain facts. It can be poetic, fanciful, humorous, or even cryptic, as long as it is memorable and adds to the viewers' appreciation of the artwork. Or it can be purely descriptive if you wish or the subject requires. It is part of that all-important first impression when someone steps up to look at your work - all the rest is fine print. I would prefer short titles, three to six words, no more than ten.

The second line should state clearly **what** the picture is of, **where** it was taken, and **when** it was taken. Use correct and complete geographic nomenclature, no abbreviations, and include the country.

The third section consists of one or two paragraphs, where you get to explain to the viewer **what the picture is all about**. Depending on the image, you can describe the subject and its significance, the artistic vision behind the image, technical details of how you took it - whatever is relevant. You can have up to **75 words** for a small caption block, or **150 words** in a larger (two paragraph) block if you need it.

Here is an example of the three parts of a typical caption card:

Autumn Glory in the Far North

Boreal forest on the Dalton Highway near Livengood, Alaska, USA, September 5, 2010

This was taken as I returned from the Arctic Ocean segment of my Alaska trip last fall. I had been seeing more and more intense foliage color each day, a combination of the time of year and the latitude. Much of the boreal forest is somber dark green, but the birch and aspen trees light up in fall with glowing yellow and orange.

This was shot as a standard spherical view with eight images stitched together. I used a special projection for this print to show the view from the ground at my feet to the treetops straight overhead. It was cold and raining lightly as I tramped through the woods looking for the ideal spot, keeping an eye out for bears. Half an hour down the road my car broke down, stranding me (temporarily) a hundred kilometers from the nearest town, phone, or anything.

The above sample is 145 words with one paragraph break. If you want smaller caption blocks to make room for larger images, keep it to a single paragraph of about 75 words.

Here is another version of the body text that is 78 words long.

Heading south from the Arctic last year I was seeing more intense color every day. Much of the boreal forest is somber dark green, but the birch and aspen trees light up in autumn with glowing yellow and orange. This was shot as a standard spherical view with eight images stitched together. I used a special projection for this print to show the view from the ground at my feet all the way to the treetops straight overhead.

Please take the caption writing seriously - it is our chance to tell the public that this is not just a pretty picture, more than a snapshot.

You can send these text items to me as soon as you have decided on which images you will be using, and the sooner the better.



Detailed Instructions — Graphic Files

Graphic items, send them to me first (as low resolution jpegs) then, when approved, upload them using WeTransfer.com.

4. Please send me a nice **photo of yourself**, not too old, not too weird — recent and professional. It can be a traditional portrait head shot, or head and shoulders, or a picture of you at work as long as you are close enough and recognizable. No gag photos please (like the one of me and the bear).

We will need it to be about 148 x 210 mm, 300 dpi, sRGB, saved as TIFF with LZW compression. E-mail it to me with your low-res versions (and also include it in the final packet of images as an AdobeRGB TIFF).

5. The **images for the exhibition**, the most important part.

We will do this in two stages. First make low resolution versions, let us say 2048 pixels wide for panos or 1024 for square images, at 72 dpi, sRGB, jpeg with high quality. E-mail them to me. Then when I have had a chance to look at them, prepare the final files at printing resolution (details below) and upload them with WeTransfer.

The approval step is mostly a formality, I intend to support you in your artistic vision. But this exhibit is taking place in a church with the backing of the Palmela municipal government, and we need to be sure it is dignified and appropriate. I may make a few suggestions, and you are free to send me extra images and ask my advice.

Keep in mind the dimensions of the area on the for your images. It is 110 cm high and 150 cm wide (43 by 55 inches). Within that area you can place two or three large graphics (maybe four), depending on their shapes and sizes. You need to leave room for captions and QR-codes, plus some white space between items. More info on that under number 6 below.

Resist the temptation to run your images all the way to the edges, or to cram in a lot of smaller images. Remember that your panel will be competing with 31 others for the visitors' attention.

Once you have received my okay on your selected images you should prepare them as 8 bit, 300 dpi at final printed size, AdobeRGB colorspace, and save them as TIFF with LZW compression. You can send 16-bit files, but they will be three times as large and thus slower to transmit. Give each one a filename that we can easily associate with the captions you have written (e.g. AutumnGlory.tiff).

Prepare and name your portrait the same way (e.g. GDonaldBain_Portrait.tiff). If you want to design your own layout (described below) include that also.

When all files are ready, zip them together into an archive. To do this on a Mac put all the files into a folder with your name on it (e.g. GDonaldBain), then right-click or Control-click and select Compress from the drop-down menu. It won't really compress it much if you have saved the images with LZW, but it makes a nice neat package containing all the files.

Go to the website WeTransfer.com and follow the prompts. Send the e-mail to Masters@Palmela2011.com. You can add a note with your name, but the folder name should be enough. Click Upload and it is done.

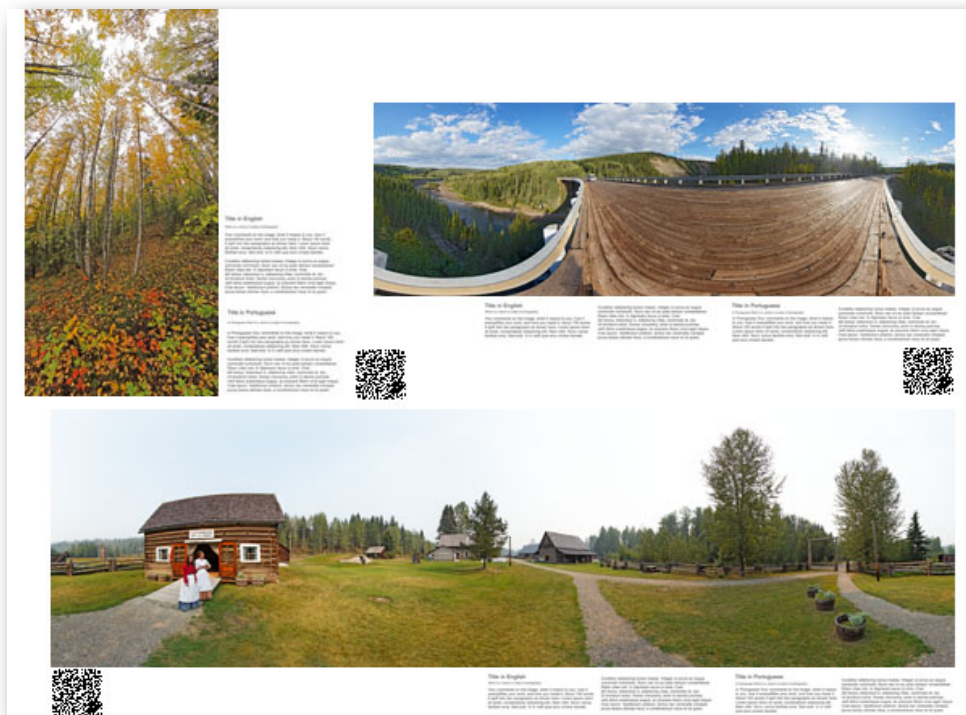
My test folder containing three panorama images, a portrait, and a layout example (total 280 MB) took about an hour to upload (low bandwidth from my hilltop home).

6. If you would like to have interactive versions of your panoramas available on the Palmela 2011 website gallery, please include equirectangular versions. They should be at least 6000 pixels wide, sRGB, saved as jpeg with the same file name as the print version. Include in your e-mail to me a location on the web where we can see this panorama at your preferred initial pan/tilt/zoom.

7. The final step involves the layout of the images on the panel, and it is optional.

The easy way is to just let the preparation team handle it. They are experienced and have good judgement. If you trust them, you need do nothing, you are finished.

But some of us really want to see to every detail of the presentation of our work. In that case you should note the dimensions of the display space, the images you want to use, and the caption areas. Sketch out what you want or, ideally, prepare a graphic like this one (I scaled it to 4 pixels per centimeter).



The captions in this example are either A-4 size (two paragraphs, stacked) or half that size (one paragraph). Or they can be spread out sideways as four text blocks.

Don't cut your layout sizes too close, and remember the QR-codes and their need for a white space buffer. Don't expect the final product to reflect your plan exactly.

Checklist for the upload of graphic files:

- portrait
- panoramic image 1
- panoramic image 2
- panoramic image 3 (maybe)
- panoramic image 4 (?)
- suggested layout (optional)

I have tried to cover all the details, but have probably missed some. Do not hesitate to ask if you have questions or problems.

Deadlines

Please get started on this as soon as possible. We would like to have all materials (text and images) by **May 1**. The absolute deadline is **May 8/9** (depending on your time zone).

If you miss the deadlines you may miss this chance to exhibit your work as one of the Masters of Contemporary Panoramic Photography!

Examples

I thought it might be useful to provide a few examples to help you visualize the sizes and shapes of graphics and captions relative to the panel area.

First the **personal statement** on the right side of the panel. There is plenty of room for you to tell your story - I figure about 465 words if broken into paragraphs. Here is an example so you can see what that amount of text looks like.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam metus enim, ornare vel adipiscing ac, eleifend in nisl. Curabitur vestibulum vehicula feugiat.

Aliquam sed sapien augue. Maecenas viverra mollis turpis vitae vestibulum. Praesent libero turpis, pellentesque porttitor mollis vitae, auctor at odio. Donec porttitor, felis vel mollis faucibus, libero urna bibendum sem, nec scelerisque magna augue id nisi.

Suspendisse et porttitor libero. Sed rhoncus aliquet congue. Aenean luctus pharetra cursus. Duis bibendum volutpat pharetra. Praesent consectetur lorem magna, vel interdum est. In hac habitasse platea dictumst. Ut at felis orci, tincidunt porttitor mauris. Vivamus vitae neque ligula. Donec vel lectus nisi, id fermentum erat. Vestibulum sodales, mauris ac luctus adipiscing, odio odio pellentesque dui, id venenatis lorem erat non augue.

Maecenas ut nunc semper turpis adipiscing hendrerit. In quis turpis risus, quis iaculis ante. Nulla eget elit non tortor rhoncus gravida. Duis aliquet felis sit amet massa dictum sit amet auctor nunc bibendum. Aliquam porta erat in urna dictum euismod. Nullam egestas, turpis non congue viverra, justo sem tempus nunc, sed accumsan velit mi ac justo. Aliquam nisl quam, consequat non sollicitudin in, mattis in quam. Sed porta tortor et risus vehicula imperdiet tempus justo dignissim. Aliquam a tellus odio. Integer auctor rutrum dictum. In hac habitasse platea dictumst.

Donec tellus est, tincidunt id sodales viverra, feugiat eu enim. Praesent gravida posuere nunc, non bibendum diam feugiat ut. Morbi id interdum lectus. In hac habitasse platea dictumst. Nulla eros turpis, feugiat non blandit non, congue et ante. Suspendisse porta convallis cursus. Nunc lectus elit, sagittis eu lobortis a, condimentum eget ante. Maecenas ornare magna justo. Mauris tristique mi id nulla commodo cursus.

- Donec tempor elementum felis.
- Etiam elit magna, interdum sit amet tempor vel
- Vehicula dignissim odio
- Phasellus eros nibh, tincidunt ac volutpat vitae
- Volutpat ullamcorper est

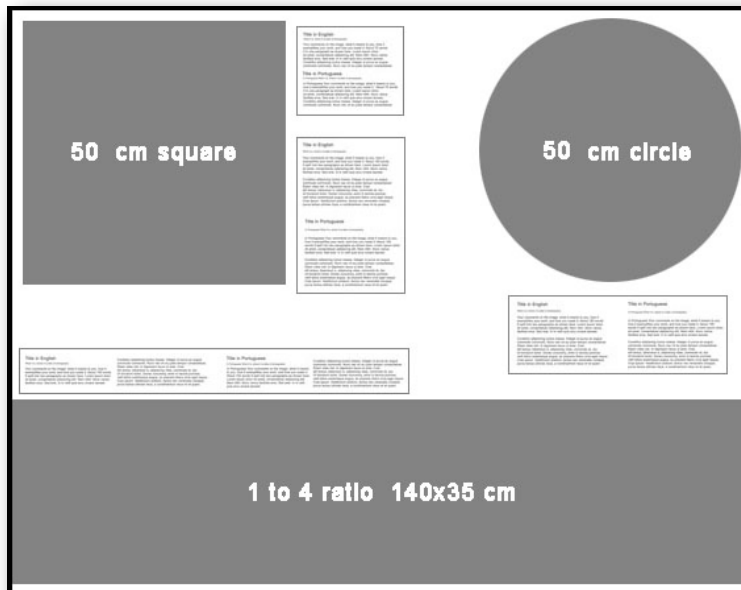
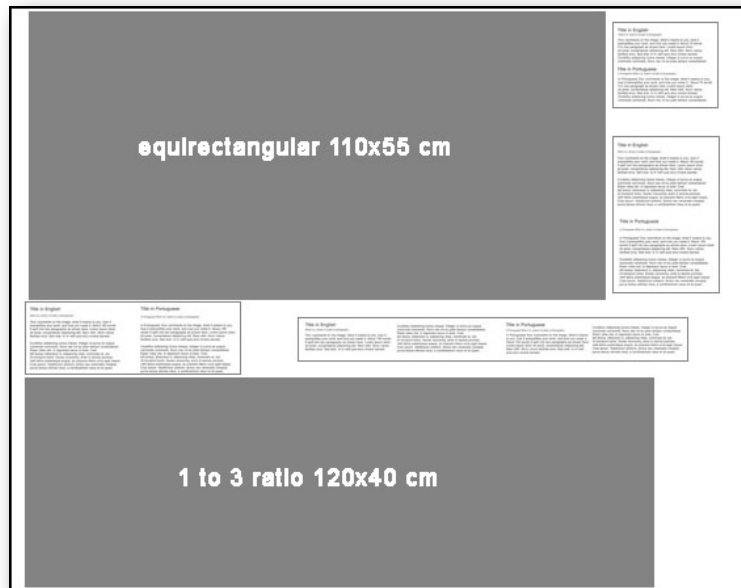
Donec sodales tellus id tellus mollis auctor. In condimentum pretium sagittis. Curabitur eget eros eros. In viverra cursus fermentum. Sed tempor, urna at volutpat hendrerit, nisl lacus dignissim mi, ac auctor turpis est eu leo. Nulla fermentum porttitor erat, nec interdum augue pulvinar euismod. Donec eget viverra nisi. Quisque condimentum aliquet eros quis vehicula. Maecenas ornare, leo eu luctus vulputate, nibh mauris consequat diam, vel aliquet neque velit at metus. Suspendisse potenti. Curabitur placerat convallis elit vitae lobortis. Morbi pulvinar interdum magna a varius.

Donec tincidunt, justo tincidunt aliquet fringilla, turpis eros dictum diam, sed egestas nunc nisi rhoncus eros. Vivamus ultrices mauris vehicula arcu auctor malesuada. Sed pulvinar varius purus. Curabitur quis lacus ipsum, sit amet vulputate nunc. Proin commodo pellentesque tortor, in rhoncus sapien lobortis at. Ut pulvinar posuere purus, a venenatis neque elementum et. Maecenas scelerisque consequat lacus non placerat. Nam non neque nec sem iaculis pulvinar. Integer feugiat sollicitudin metus, a sollicitudin libero auctor a. Morbi ac risus arcu.

You don't need to write this much, half would be fine. Send your copy in for me to edit as soon as you can.

The captions will be somewhat larger than shown on the original panel example. The mockup I made using my own panos shows them accurately.

Here are two panel layouts that show a few common shapes and sizes of graphics that will fit and still leave room for captions. These are not examples of good layout, just sizes!



Note that these examples contain four types of caption block - the short (75 word) version, and three variations of the two-paragraph (150 word) one. They contain both English and Portuguese blocks. The QR-codes need to go on there somewhere too.

Remember that you don't need to specify the layout, just be sure the size and number of images will fit the space and the preparation team will work it out.