

## A Guide to the Ruthin Camera Club 7 x 5 Folio

### WHY

1. To encourage members to present prints at a far lower cost and less time than A3 on a 400 x 500 mm mount with a cut window.
2. To give members an opportunity to show some experimental ideas for images.
3. To give members the opportunity to analyse what they consider good or bad in a picture, which will of benefit to their own photography. You can like or dislike an image overall, but until you analyse WHY you like a specific feature. and order your thoughts enough to write it down, you can't incorporate it in your own work.
4. All related comments are returned to the photographer; when reading the collection of comments on your own image, it is very helpful to them to see what features get a positive response.

### WHAT IT IS

1. The Folio is a set of 3 images mounted on card 7 inches by 5 inches, which are circulated to members for their comments, and judged by members at the end of the Club season.
2. The card size is EXACTLY 7 x 5 not 7 ½ x 5 or 6 x 4 inches.
3. The image on the card can be smaller than 7 x 5 e.g a square format if that gives you the best composition. It can incorporate a border within the card dimension.

### PRINTING

1. The image can be printed by you or commercially. Many members put their files on a memory stick and use the CEWE machine in *Boots* which gives acceptable quality. From this a 7 x 5 inch print costs 70 pence, with no minimum quantity (and no postage cost).
2. Prints can be in colour or monochrome with any surface texture.

### MOUNTING

1. You do not have to use Photo mount card. Two pieces from e.g. a cereal packet glued back to back are acceptable. Mounting is not part of the competition, but a good mount enhances your presentation. The image can be flush mounted or window mounted.
2. It is not necessary to use expensive *Photomount* spray glue; I use a *Prit* or Uhu stick of solid glue and have not noticed any staining after years.
3. Use enough glue! I do not want to re-stick anybody's entry after the corners become unstuck.
4. CHECK FOR OVERSPILL around all the edges as all the entries are stacked together. This glue is water soluble so a damp paper cloth will remove it ( but note that your print ink is also water soluble).
5. The presentation is anonymous, so do not put your name on the card. On the back of the card put the title written legibly and your Membership number with a different number on each print.
6. Do not use a ball pen as we have experience that it may not all dry completely, and so transfer to the adjacent image when in the storage box. Pencil, wet ink, fibre tip pen or a label produced on your printer are usually OK. Self-adhesive labels may be sticky around the edges when mounted, so check first.

### IMAGE

1. The image must be all your own work. There is no time limit on when it was taken
2. The image can be used in one of the Club's other competitions
3. Inclusion of an image transferred from the internet is not allowed.
4. The subject is fully open, but experience shows that simple subjects with impact do better at this size than those with lots of detail, which are more impressive in a larger size.

### COMMENTS

1. The full set are circulated so you have them for 1 week; do not forget to bring them to the next meeting. To help members with vision limitations, please do not write too small.
2. Please study the image BEFORE you read the comments in the folder. This will record your ideas, not a repeat of other people's. Although you may have a similar response as previous viewers, please do not put "I agree with the above" as this is not much help to the photographer.
3. You do not have to comment on every image, but it is appreciated if you do. Remember we have some inexperienced members, so comment sympathetically on any poor image.