



2024- 01/022



2024- 1467



2024- 115

ALCHEMY SALON 2024

CONTACTS

Exhibition Chairperson: **Ruma Ghosh**

Exhibition Website: <https://alchemy.fotoartcontest.com/> [Photos must be submitted in JPEG format following instructions]

E-Mail: circuitesteem@gmail.com

Software Provider: Stint Global Solution (raju@stintglobal.com)

SECTIONS (DIGITAL)

Open Color – (color only) PSA PIDC

Open Monochrome – (monochrome only) PSA PIDM

Nature – (color or greyscale monochrome only) PSA ND

Photojournalism – (color or greyscale monochrome only) PSA PJD

City Life – (color only) PSA PIDC

Human Activities – (color only) PSA PIDC

ENTRY FEE

US \$ **11** or ₹ **880** for any 2 sections, US \$ **16** or ₹ **1280** for all sections

Early Bird: US \$ **11** or ₹ **880** for participation in all sections until 18th October 2024

Group Discount: US \$ 13 or ₹ 1040/- for groups of 5 - 7 entrants.

Group Discount: US \$ 11 or ₹ 880/- for groups of 8 - 10 entrants.

Group Discount: US \$ 8 or ₹ 640/-for groups of 11 or more entrants.

Payment via [PayPal](#) to circuitesteem@gmail.com for overseas authors **AND** by NEFT/IMPS/Cash in hand by Indian entrants (equivalent conversion of 1 USD = ₹ 80).

Submitted works of the authors who did not pay entry fee would not be taken into consideration.

CALENDAR

Closing Date: 07th November 2024
All Judging completed by: 05th December 2024
Notification sent by: 12th December 2024
EDAS submitted by: 04th January 2025
Awards mailed by: 03rd February 2025
On-line Gallery posted by: 03rd February 2025
Catalog posted by: 03rd February 2025

JUDGES (all sections)

Rajdeep Biswas, APSA, GMPSA, EFIAP (*India*)
Subhasis Sarkar, EFIAP (*India*)
Salokya Adhikary, EFIAP (*India*)

AWARDS

As per PSA policy, no more than 10% of acceptances may receive awards

1 x PSA Gold (For Each Section)
1 x Passion Medal (For Each Section)
1 x GPF Medal (For Each Section)
3 x Certificate of Merit (For Each Section)
6 x Jury Choice (For Each Section)
1 Best Entrant of the salon (IIG Medal)
1 Best Club/Group Award for the salon (Minimum 12 paid entrants)

RESULT AND CATALOG

Result notification shall be sent to entrants via email. Entrants can sign in to see their score cards.

On-line PDF Exhibition Catalog shall be available for download from exhibition website

Exhibition Specific Rules

- Entry Fee once paid is NON-REFUNDABLE unless the organiser withdraws the exhibition.
- To be eligible for Best Club Trophy, minimum 12 participants from a club must participate and pay their entry fees. Best group will be decided on total number of participants and their acceptances in the exhibition.
- Certificate of Merit and Jury Choice will be in the form of electronic certificates in PDF format can be downloaded from exhibition website on/or before the date of award dispatch.
- Authors' may win more than one award in each section. Authors may be requested to share unedited version of submitted image(s). Non-Cooperation shall be reported to PSA.
- Best Entrant will be judged on total number of acceptances. In case of tie, number of awards shall be counted. Again, in case of tie, Circuit Chair shall make final decision.
- Organizer is not responsible for any fee/levies/customs charges etc. once the awards package has cleared Indian customs. Organiser will not be responsible for re-shipping of awards returned due to 'refuse to accept' by recipient.
- Awards shall only be sent via India post.
- Authors must download digital award, if any, and acceptance certificate, if any, from the exhibition website within 90 days from the date of the result notification.
- Group Entry Awards will be sent to a single address as communicated by the Group Leader

EXHIBITION REQUIREMENTS

IMAGE AND ENTRY REQUIREMENTS: This exhibition is open to anyone; however, an entry may be rejected when the Sponsor or the Exhibition Organizers, in their reasonable discretion, believes the entry does not conform to exhibition rules and these ES-COE. Membership in any photographic organization is not required.

Entries will not be accepted from any entrant who is on the PSA Penalties List for Ethics Violation. Entry fees are not refundable in these circumstances.

Image creation and ownership

In all sections of the exhibition, images must originate as photographs made by the entrant. They may not incorporate identifiable images produced by anyone else (for example: clip art, replacement skies, or stock images). *Images created in whole or in part by image creation software (frequently called 'AI' images) are not allowed.* Editing or alteration of images is permitted within the limits specified in the relevant section definitions that are available here <https://psa-photo.org/page/division-definitions>

Any person submitting or attempting to submit a totally AI generated image that does not begin with a light capture from the maker, from any Photographic Society of America exhibition, social media, event, or publication, other than for editorial purposes, shall be prohibited from PSA for a period of from 3 years to life.

PSA Star Ratings: To receive proper Star ratings credit from PSA, entrants must provide their names and country exactly the same way in each exhibition. Aliases are not permitted. Please contact PSA in

the event of name changes or relocating to another country. Using one's name differently in different exhibition exposes the entrant to the risk that many of their acceptances may not be recognized by PSA Star Ratings.

Reproduction: The entrant permits the sponsors to reproduce all or part of the entered material free of charge for publication and/or display in media related to the exhibition. This may include low resolution posting on a website. The Photographic Society of America (PSA) may request specific permission from entrants to reproduce entered images in its educational materials. The terms of that permission will be mutually agreed between the entrant and PSA except in the circumstances where the entered image is found to breach the PSA Ethics Policy. In those circumstances the image may be reproduced by PSA, without the entrant's further permission, for educational purposes to illustrate serious exhibition rule violations. For those reproductions, the entrant's name will be withheld.

Entries will not be accepted from entrants who indicate that their images may not be reproduced in materials related to the exhibition. The exhibition assumes no liability of any misuse of copyright

Re-use of accepted images: Any image that has been accepted in this exhibition, past or present, may not be entered again in the same Division Star Ratings Class in any future instances of this exhibition. It may, of course, be entered in any other PSA recognised exhibitions but must always have the same title. Re-titling in another language is not allowed.

Entry: An Entry consists of, up to and including, four (4) images entered by a single entrant into the same Section. An entrant may only enter a specific Section once. Entrants may not enter identical or similar images into the same section or different sections of the same exhibition. Similar is defined as almost identical in subject, composition, props, lighting, or technique so that a reasonable person viewing the entries together would decide the entrant has duplicated the previous image except for minor changes.

Titles: Each image must have a unique title that relates to the content of the image. That unique title must be used for entry of that image or of an identical Image into any and all PSA-Recognized exhibitions. Titles must be 35 characters or fewer. No titles may be visible to the judges, and nothing in the image may identify the entrant. Titles may not include file extensions such as .jpg or .jpeg (or any other camera capture filenames such as IMG 471). Titles may not consist of personal identifiers possibly augmented by a number; or include words such as "untitled" or "no title". Titles may not consist solely of numbers unless those numbers are prominently contained within the image, such as a contestant number in a race.

Color and Monochrome:

Color and Monochrome images from the same capture that share substantial pictorial content in common will be considered the same image and must be given the same title.

Image Submission:

- a) Photos must be submitted in JPEG file format following instructions at <https://alchemy.fotoartcontest.com/> Title of each image cannot exceed 35 characters. Titles do not need to be translated to English but must be given in English characters.

- b) Maximum Horizontal length is 1920 pixels. Maximum Vertical length is 1080 pixels. In 300 dpi. Compression 7-12, maximum 2Mb.
- c) The exhibition software shall not resize images. Oversized images shall be rejected and the entrant required to resubmit their entry with properly sized images.

Judging Guideline:

The Exhibition will be conducted in accordance with the rules of the PSA
An entrant's images will not be presented to the judges consecutively. An entrant's four images will be distributed throughout four rounds of judging in that section. Distribution of images will be in the same round order as submitted by the entrant. At no stage will a judge be able to view all the entrant's images together.

Judging Method:

Judging is to take place **remotely (online)** by each jury member. Distribution of images shall be in the same round order as submitted by the entrant, but they shall not appear to the judges' consecutively. Remote judging will take place and all judges shall use their own Color calibrated equipment capable of displaying submitted images at exactly 100% of the image resolution. **(that is, the images will not be enlarged -at no point zoomed in- beyond their native resolution)**

Target Acceptance Range: *Within 30% in each section*

Protection of Entrants' Personal information

DATA PROTECTION

By entering this exhibition, you are explicitly consenting to the personal details you have supplied, including physical addresses, email addresses, being held, processed and used by the exhibition organizers for purposes associated with this exhibition. You also explicitly consent to such information being sent to organizations that have accorded official recognition, patronage or accreditation to this exhibition. You acknowledge, agree and accept that by entering this exhibition, your participation status which includes your first and last name, name of the country used during registration at the exhibition, number of sections entered and number of photos entered in those sections will be made public in a published status list and that the results of your entry shall be made public in exhibition gallery, exhibition catalog. You also agree and accept the policy regarding non-compliance to the rules of PSA.

SUBJECT MATTER AND SECTION DEFINITIONS

SUBJECT MATTER AND SECTION DEFINITIONS

Statement on Subject Matter - applicable to all sections

The fundamental rule that must be observed at all times and **applies to all sections** offered in exhibitions with PSA recognition is that **the welfare of living creatures is more important than any photograph**. This means that practices such as baiting of subjects with a living creature and removal of birds from nests, for the purpose of obtaining a photograph, are highly unethical, and such photographs are not allowed in any exhibition with PSA recognition. Under no circumstances may a living creature be placed in a situation where it will be killed, injured or stressed for the purpose of obtaining a photograph. Images that show live creatures being fed to captive animals, birds or reptiles are not permitted under any circumstances.

There are also concerns about the use of aerial photography, drones, helicopters, low flying aircraft. These should not cause any interference with other individuals or animals which causes a disturbance in their normal activity or disrupt the way any individuals or animals interact with their environment. Entrants in PSA recognized exhibitions should comply with all relevant laws and regulations, associated with aerial photography, in the country in which the image was taken.

Entry into PSA recognized exhibitions is conditional on accepting these policies. The content of images must comply with the General Conditions and with the Division and Section definitions listed in these conditions. Images that - in the sole opinion of the judges- do not comply, will be disqualified so the entrant may be aware of the problem when considering entry into other exhibitions with PSA recognition.

DEFINITIONS

PSA Monochrome Definition

An image is considered to be Monochrome only if it gives the impression of having no color (i.e. contains only shades of grey which can include pure black and pure white) OR it gives the impression of being a greyscale image that has been toned in one color across the entire image. (For example by Sepia, red, gold, etc.). A greyscale or multi-colored image modified or giving the impression of having been modified by partial toning, multi-toning or by the inclusion of spot coloring does not meet the definition of monochrome and shall be classified as a Color Work.

Monochrome images may not be entered in color sections of PPD or PID

City Life – PIDC (Only color images may be entered):

Authors can enter only color images showing city life from anywhere in the world. City Life images may show parts of city, activities in city, architectures in a city which is part of city life etc. The submitted image must be taken in outdoors only. There are no restrictions in

processing/editing of photos, but entrants must not use any element not photographed by him/her. Monochrome images are NOT ALLOWED in this PIDC theme

Human Activities – PIDC (Only color images may be entered):

Authors can enter only color images showing human activities from anywhere in the world. Human activities images may be taken indoor or outdoor. There are no restrictions in processing/editing of photos, but entrants must not use any element not photographed by him/her. Monochrome images are NOT ALLOWED in this PIDC theme

Editing Guidelines for Nature, Photojournalism and Photo Travel

These sections require images to be truthful records, so there are limits on the amount of manipulation allowed.

[PSA statement of subject matter applies to all sections.](#)

Editing Guidelines

Processing or editing must be limited to making the image look as close to the original scene as possible, except that conversion to grayscale monochrome is allowed.

Allowed editing techniques:

- Cropping, straightening and perspective correction.
- Removal or correction of elements added by the camera or lens, such as dust spots, noise, chromatic aberration and lens distortion.
- Global and selective adjustments such as brightness, hue, saturation and contrast to restore the appearance of the original scene.
- Complete conversion of color images to grayscale monochrome.
- Blending of multiple images of the same subject and combining them in camera or with software (exposure blending or focus stacking);
- Image stitching – combining multiple images with overlapping fields of view that are taken consecutively (panoramas);

Editing techniques that are not allowed:

- Removing, adding to, moving or changing any part of an image, except for cropping and straightening.
- Adding a vignette during processing.
- Blurring parts of the image during processing to hide elements in the original scene.
- Darkening parts of the image during processing to hide elements in the original scene.
- All conversions other than to complete grayscale monochrome.

- Conversion of parts of an image to monochrome, or partial toning, desaturation or over-saturation of color

PSA/FIAP Nature Definition

Content Guidelines

- Nature photography records all branches of natural history except anthropology and archaeology. This includes all aspects of the physical world, both animate and inanimate, that have not been made or modified by humans.
- Nature images must convey the truth of the scene that was photographed. A well-informed person should be able to identify the subject of the image and be satisfied that it has been presented honestly and that no unethical practices have been used to control the subject or capture the image. Images that directly or indirectly show any human activity that threatens the life or welfare of a living organism are not allowed.
- The most important part of a Nature image is the nature story it tells. High technical standards are expected and the image must look natural.
- Objects created by humans, and evidence of human activity, are allowed in Nature images only when they are a necessary part of the Nature story.
- Photographs of human-created hybrid plants, cultivated plants, feral animals, domesticated animals, human-created hybrid animals and mounted or preserved zoological specimens are not allowed.
- Images taken with subjects under controlled conditions, such as zoos, are allowed.
- Controlling live subjects by chilling, anesthetic or any other method of restricting natural movement for the purpose of a photograph is not allowed.

Photojournalism Definition

Photojournalism entries are:

- images with informative content and emotional impact,
- reflecting the human presence in our world.
- The journalistic (story-telling) value of the image should receive priority over pictorial quality.
- Images that misrepresent the truth, such as those from events or activities arranged specifically for photography, or of subjects directed or hired for photography, are not eligible.

PSA RULES

Non-compliance

See the PSA Ethics Policy at <https://psa-photo.org/page/ethical-practices>.

See the PSA statement on Subject Matter at <https://psa-photo.org/page/division-definitions>

If, in the discretion of the exhibition organizer or the judges, an entrant has submitted that may fail to comply with these Conditions of Entry, they are allowed to request unedited or raw files of the submitted image.

For composite images all files are required.

Exhibition organizers may verify that:

- a) the images are the original work of the entrant
- b) the images comply with the rules and definitions as set out in these ES-COE

Such entries may be referred to PSA for further investigation of possible ethics violations.

PSA retains the right to investigate all complaints, impose penalties if deemed necessary, void the acceptances of any image found to violate the PSA rules, include the entrant's name on the list of sanctions provided to Exhibitions, and share such investigations with FIAP. Entrants automatically agree to these terms by the act of entering the Exhibition and agree to cooperate with any investigation.

If another party is processing and/or submitting images on the entrant's behalf, the entrant will still be held responsible for adhering to the entry rules **and will be subject to penalties for any violations** to these Conditions of Entry or to PSA's Statement of Ethics.

NOTICE: When entrants fills in the Entry Form to submit an entry they will see the following feature to affirm they have read these Conditions of Entry

"I hereby confirm that I have *read* and *understood* and *agree to* the Conditions of Entry of this exhibition. I have read and understood the PSA document to be found at https://psa-photo.org/resource/resmgr/pdf/exhibitions_exhibition-entrants-agreemen.pdf . I am aware that PSA may apply penalties for non-compliance to these Conditions of Entry"

Failure to agree will mean that the application will not proceed.

The sponsors of this International Exhibition of Photography have been awarded Recognition by PSA, the world's largest patron of international photographic exhibitions. PSA, although it has provided recognition, is neither a sponsor nor directly involved in the operation of this exhibition.



Valid acceptances received by PSA Members in recognized sections of this exhibition are eligible for PSA Star Ratings, listing in the world-wide PSA Who's Who of Photography and credited towards the PSA Distinctions of QPSA, PPSA, EPSA, MPSA, MPSA2, GMPSA, GMPSA/B, GMPSA/S, GMPSA/G, and GMPSA/P.

PSA is a non-profit organization promoting the advancement of photography in all its forms to novice, amateur and professional photographers worldwide.

For information on membership and the many services and activities of PSA, contact:

psa

PHOTOGRAPHIC SOCIETY OF AMERICA
8241 S. Walker Avenue, Suite 104
Oklahoma City, OK 73139-9401, U.S.A.
E-mail: hq@psa-photo.org
Web Site: <http://www.psa-photo.org>



Award from this Exhibition will be credited towards IIG Distinction

www.IndiaInternationalGroup.com