

THANK YOU  
FOR TAKING PART  
IN OUR  
PHOTO COMPETITION  
2012

# Competition details

## Submission & deadline

You can submit up to 5 entries, giving you the chance to take various pictures with different landmarks and landscapes.

Please submit no more than 5 pictures using the online entry form found using the link below:

**[www.istructe.org/aroundtheworld](http://www.istructe.org/aroundtheworld)**

The deadline for the submission is October 1st. The online entry form will no longer accept entries after this date and e-mail entries will not be counted.

Please ensure that you leave yourself enough time to successfully upload your pictures in order to avoid disappointment. The sooner we receive entries the sooner we can populate the blog with content and maximise the marketing effort.

## Judging phase

The winner will be decided by the President of the Institution of Structural Engineers John Nolan, MSc, BSc(Eng), CEng, FStructE, MICE.

**The decision of the judge is final.**

## Winner & prize

There will be one winning entry chosen from the participating Regional Groups.

The prize is two tickets to the Structural Awards 2012, including travel and accommodation. The event will take place on 2nd November and will be held at the Marriott Grosvenor Square, London. Accommodation will also be at this venue.

It is the responsibility of the Regional Group Chairman/International Representative to select which two people from their region will receive the prize.

# Guide to creating a great story

We are hoping that the images will be talked about, shared and spread virally. A way to encourage this is by ensuring the pictures tell a story, making it easier to generate coverage. For instance, the Eiffel Tower on top of Mount Everest would make a good story. Here are a few pointers to consider:

- Be determined to do something distinct that will capture people's imagination.
- Take note of people's reactions around you, I'm sure there will be a few surprised and confused individuals! Be sure to welcome any public questions as you may be approached by members of the public to find out what you are doing.
- Be open to adventure - a great accompanying story could be how you got to the location of your image and the difficulties involved.
- Give explanations as to why the sites were chosen and what they say about the complexities of construction i.e. this building on this site is now possible because of new techniques /new materials or this building would never be possible in this location due to the foundations/seismic activity.

# Guide to taking great photographs

We understand that you may not be the greatest photographer, so here are a few simple points which may help to improve results.

## Light

Light can be used to highlight the building, giving the image dimension and making it stand out. However –

- Beware of direct sunlight which can create harsh shadows and heavy contrast.
- Photographing the building in the shade can make it look flat and dull.

## Composition

Be aware of your surroundings –

- Take your time before taking the photo, move the frame around until it pleases your eye. Look for colours and shapes which balance and complement one another.
- Think about the objects in the background of your photograph, are they distracting? If so maybe wait for them to move, or move your own position.
- Make sure the lines you want to be horizontal/vertical are.
- Blue sky always helps.

## Perspective

Perspective can be used to making the building look real against the skyline/landscape –

- Different viewpoints can change perspective dramatically. Taking a photo of the building from below will make it look much taller, especially if you are close to the subject. Shooting the building from a higher viewpoint will make it look smaller. So for example, if you wanted the building in the foreground to look as tall as a far off building, you would photograph it from below.
- Scale is also important when thinking about perspective. Things such as grass, people, benches etc. can show how big the building actually is by comparison.
- Photos taken with a wide angle lens (or by zooming out) can create a more dynamic perspective but can slightly distort straight lines, causing them to bulge.

We are sure we will receive some great entries that will catch public attention and raise awareness of the Institution of Structural Engineers and the profession as a whole.

So get building, have some fun &  
GOOD LUCK!

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