

MEXICO ANALOG FILM PHOTOGRAPHY PROJECT (MAFPP)

MEXICO ANALOG FILM PHOTOGRAPHY FILM TESTING PROJECT - December 1, 2024

PLEASE DO NOT POST ANYTHING ABOUT THE PROJECT ONLINE UNLESS REQUESTED TO DO SO

TYPICAL FILM TESTING PROCEDURE

Each requirement has a specific reason. Please follow them. Your continued participation will depend on your adherence to the instructions and the quality of your deliverables (images).

BASICS TO ENSURE SUCCESS

Be sure to expose each shot properly. Try using a Sekonic hand-held meter, or if you must use a phone app or another meter, borrow a Sekonic hand-held meter and calibrate it. In other words, take the exposure with the borrowed meter and your own meter, and see how much your meter is off to determine how much to adjust for all future readings.

No special effects, double exposures, light leaks, etc. The goal is to showcase the film, not special effects.

SHOTS TO BE TAKEN (SHOT LIST)

Some photographers may receive 35mm film, while others may receive 120 film. For those who receive 120 films, please note that there are nine required shots. Be creative in combining the subjects if you are shooting a format larger than 6x6. The number of frames you will get will be less than 12.

Subjects

- 1.1. Architecture - a significant landmark in your area/region.
- 1.2. Portraits - people, pets.
- 1.3. Landscape.
- 1.4. Lights (for example, a patio with a string of light bulbs).
- 1.5. Shoot in the morning when the light is soft and gentle.
- 1.6. Shoot in the middle of the day when the light is the harshest.
- 1.7. Always be sure to capture frames with both shadows and highlights to test the film's dynamic range and the transition from shadows to highlights.
- 1.8. Dusk shots during the blue hour, when the sun has set and the city lights have come on, but before complete darkness.
- 1.9. A few shots at night with a tripod and a remote cable release.

TIME LINE

Specific dates will be provided for each phase listed below.

1. Shoot images according to the shot list above, and upload unedited scans to the Google Drive link provided, within *10-14 calendar days (not working)* from receipt of the film. See the *Image Approval* section below.
2. Images selected by ArtByPino for your final edit - 2 days (total days elapsed 16).
3. You will make final edits, and the images will be re-uploaded using the provided template, which can be done on the same day or within 2 days (total elapsed days: 18). More information is provided below.
4. All final images will be uploaded by ArtByPino online on the designated date. Once ArtByPino uploads the photos, you can upload them to your online profiles, following the guidelines.

IMAGE APPROVAL

1. A simple text file titled 'Data Sheet' containing your name, film name, film format, camera used, developer, dilution used, and method (Paterson or JOBO, etc.) used must be uploaded.
2. After you have developed the film, upload the images to your designated Google Drive space. Upload non-edited, straight-out-of-the-camera or as-shot images. *Create a folder titled 'filmnameFormat.'*
3. Once the images have been selected, edit them according to the feedback and upload the edited photos to Google Drive, referring to the sample post provided to make your own template. Under the folder you created in #2 above, *create a sub-folder titled 'finalized.'*
4. ArtByPino will post the final images online on a designated date and time. Various hashtags pertinent to the project will be used. You, as the photographer, will be tagged to show authorship/ownership of the images. **DO NOT POST the finalized images before ArtByPino posts them on the designated date.**
5. You may post your *remaining images* after the project images have been posted. *Do not use the project template to post your remaining images.* Use the template format referred to in #3 above to post only the final images selected to showcase the images chosen for the project.
6. You can share any of the images in a minimum of two different formats: one, as a post, and two, as a reel. Reels have a higher reach than posts..
7. If you have any questions, please ask instead of assuming. Our work needs to appear professional by maintaining uniformity or consistency in its presentation.

SHARING THE IMAGES

Whenever sharing the images - the chosen (finalized) images or the remaining images, include the following in the specific order shown:

1. Film testing project funded by @artbypino
2. #mafpp
3. #filmname - ex #adoxchs100 or #harmanphoenix200ver2
4. #manufacturer - ex #adox #harmanphoto
5. #developer - ex #kodakd76
6. #camera *optional*
7. #subject *optional* - ex #architecture, #people #pets #portrait #landscape -

Below are examples of a template *used for a prior campaign*. It works well with Instagram's classic square format and accommodates all aspect ratios. The template for this project will include additional information.

