

**BLITCHRON**  
31.01.2021

# LENZ LAW

## RULEBOOK

IN ASSOCIATION WITH



# LENZ LAW

## **Introduction-**

Lenz law is a photography event that intends to give budding and amateur photographers a chance to display their skills and creativity in various innovative sub-events. The sub-events are diverse and will provide something of interest for all kinds of photographers, beginners or experts. Judged by some of the most prominent people in the field, the event assures promising rewards for all the winners. So, get your lenses and gear up!

## **Registrations -**

- (1) The registrations for the event will go live on the Official website of Blithchron'21.
- (2) The registration is open for all with no registration fees.
- (3) The registrations need to be done through a Google form after the event release and before the last day of registration.

## **Last Date For Registration -**

22nd March 2021, 11:59 pm.

## **Pre-Round -**

No pre-rounds shall be held. All the participants and participating teams get to compete on the day of the event.

## **Rules -**

### **Theme based Mobile and DSLR Photography**

Team Size: 1 participant

Theme: To be released for registered participants 5 days before the event (23th March 10am.)

Rules:

- (1) A photograph based on the released theme needs to be submitted as an individual entry.
- (2) 1-2 lines that explain the depiction of the theme can be submitted along with the photograph.
- (3) The photos can be clicked only from 23rd March to 27th March. (Screenshot of the timestamp must be provided).
- (4) Basic editing of the photos is allowed. Color correction is permitted only if EXIF Information is provided.
- (5) Entries to be submitted via a Google form floated for the registered participants. The name of the submission file should be <Name\_LenzLaw'21>.
- (6) Last date for submission of entries is 27th March 11:59pm.

### **15-second Video Challenge**

Team Size: Maximum 2 participants in a team

Rules:

- (1) A 15-second video needs to be submitted that depicts the behind-the-scenes of a photograph along with the final click in the end.
- (2) The photo must include the participant taking the photograph or setting up the equipment. You can also show the making of props or how you collaborate with people for the execution of the idea behind the photograph.
- (3) The video and the photograph must be clicked within the registration and submission deadline.
- (4) The entries must be submitted through a form floated for registered participants.
- (5) The music used in the background must be given proper credits within the video.

(6) The name of the submission file must be <Name\_LenzLaw'21>. The video should not be more than 20MB in size. (Video compressing tools could be used if the limit is exceeded). Also submit the final photograph separately with the video, following the same naming criterion.

(7) Best entries will be showcased on Blithchron's Instagram Handle.

(8) Last date for submission : 26th March 11:59 pm.

Example Videos:

<https://www.youtube.com/watch?v=BGqE5xDmaW4>

<https://www.youtube.com/watch?v=VIAUNmlwQ50>

### **Judging Criteria -**

Total Points 100

A] Theme based Photography Challenge

<b>Criteria</b>	<b>Weightage</b>
Adherence to the Theme	10
Colour, Lighting, Exposure	30
Creativity	20
Originality	10
Composition	20
Overall Aesthetics	10

## B] 15 Second Photo Challenge

Criteria	Weightage
Narration of the photography method	10
Creativity and Uniqueness	30
Video Editing & Background Score	10
Final Photograph	30
Photo Editing and Aesthetics	20

### General Rules -

- (1) Any obscenity and vulgarity will not be tolerated. In such cases, the participant will be disqualified immediately.
- (2) Use of the internet is allowed for reference. If you refer to the internet, you need to cite the source of the idea. But plagiarism of any kind will result in disqualification.
- (3) Blithchron Organizing Team reserves the right to make necessary changes in the rules if needed. Participants will be informed about these changes well in advance.
- (4) Decision of the judges will be final.
- (5) Late entries will not be accepted.

## **Prize Money -**

Theme based Mobile and DSLR Photography:

Winner: Cash Prize of ₹ 2,500

Runner Up: Cash Prize of ₹ 1,500

And other exciting Prizes!

15-second Video Challenge:

Winner: Cash Prize of ₹ 3,500

Runner Up: Cash Prize of ₹ 2,500

And other exciting Prizes!

Total Prizes Worth ₹ 18,000!

## **Contact Info**

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