

The 12th International Student Photo Contest "Garyacha Kryga" ("Hot Ice") 2022

The aim of the Contest is development and realization the creative potential of photo designers who by means of photo art are trying to show the state of nature and people, object, flora and fauna worlds, to express their attitude to contemporary social problems, to demonstrate their own vision of the surrounding area, to attract attention to bright moments of being, to show the diversity of human relationships and feelings, to share their experiences and observations, to demonstrate their knowledge, skills, creativity and individuality.



The Contest is open to bachelors, masters and postgraduates of higher education institutions of Ukraine and other countries.

Nominations of the Contest:

"World Around You" (A): landscape, portrait, architecture, street photo, photos of flora and fauna worlds, human relationships, national and cultural customs of different peoples, reportage photo.

"Fashion Photography" (B): directing (staging) photo / series of photos or fashion photos that show designer solutions in clothing, footwear and accessories, reflect the skill of models, fashion and lifestyle trends.

"Photo Graphics" (photographic design) (C): transformation of the photographic image into a graphic artistic image, creative photo works with the use of means of photomontage, computer graphics and modern methods of shooting and image processing. The predominant basis of contest photo works should be the photographic image.

"Conceptual Photography" (D): directing (staging) photo / series of photos, where there are a certain idea, plan, plot (sometimes paradoxical), psychological themes that provide intellectual comprehension of the seen. The object of the image must meet the artistic and aesthetic requirements. The using of photo graphics elements is possible.

Each contest participant has the right to:

- take part in one or more nominations with separate photo / series of photos;
- send a maximum of 4 single photos or one series of photos with 4 photos in one nomination;
- send a maximum of 16 single photos (up to 4 photos in each nomination);
- send a maximum of 4 series of photos (one series of photos in each nomination).

Requirements for contest photo works:

1. To participate in the contest viewing photos are taken electronically:

- image format: JPEG, up to 8 Mb;
- image size: not more than 2000 px (pixels) on the lower side and not more than 2600 px (pixels) in height;
- photos should not have any copyright dies, copyright signs, promotional messages, added frames and others.

2. All contest photo works must be uploaded in accordance with the requirements of the algorithm of the contest platform "Garyacha Kryga - 2022".

Contest photo works are evaluated by the following criteria:

- technical excellence;
- compositional, light and color solutions;
- conceptuality (content, ideological expressiveness);
- technological skills (using special techniques and effects when shooting and image processing).

The jury of the Contest includes leading Ukrainian and foreign photographers, heads of professional photo associations.

The Organizing Committee of the Contest **has the right** not to allow photos to be considered by the jury that do not meet mentioned conditions, as well as do not meet the generally accepted norms of morality and ethics, promote harmful habits and actions to humans, contain scenes of violence and discrimination etc.

Registration and submission of contest photo works to the contest platform (until May 31, 2022):

<https://c83.startphotocontest.com/en/>

In the item "**Honors**" indicate the name of the higher education institution.

A scan copy of the check for payment for participation in the Contest must be sent to the following **e-mails**: irynaanyri89@gmail.com, garyachakryga@ukr.net.

Organizational fees for foreign participants of the Contest:

- the cost of participation in one, 2, 3 or 4 nominations – 10 euros.

DETAILS FOR ENROLLMENT OF EUROS:

BENEFICIARY - KYIV NATIONAL UNIVERSITY OF TECHNOLOGIES AND DESIGN
2 Nemyrovycha-Danchenka St., Kyiv, Ukraine
BANK OF BENEFICIARY'S: JSB "UKRGAZBANK", 1 Yerevanskaya St, Kyiv, Ukraine
SWIFT: UGASUAUK
Account No. 753335
ACCOUNT BENEFICIARY'S UA213204780000000025302243426
BANK-CORRESPONDENT: Deutsche Bank AG
ACCOUNT BANK OF BENEFICIARY: 899579957

In each nomination of the Contest the first three places are awarded, the winners are awarded with diplomas and prizes. Photo works, that have been pre-selected, participate in the photo exhibition and are posted online (website of Kyiv National University of Technologies and Design). The authors of these photo works receive diplomas of participants.

Organizing Committee of the Contest: Kyiv National University of Technologies and Design, the Department of Design.

Address: Nemyrovycha-Danchenka street, 2, academic building № 1, room 1-0383, Kyiv, 01011, Ukraine.

Tel.: (+38044) 256 84 79.

Website: <http://knutd.edu.ua/>

<https://knutd.edu.ua/pod-ta-publkats/fests-and-contests/hot-ice/>

E-mails: irynaanyri89@gmail.com, garyachakryga@ukr.net, mfoto@knutd.com.ua

Administrators of the Contest:

Iryna Zhylenko – (+38) 095 253 45 85, irynaanyri89@gmail.com;

Stanislav Potanin – (+38) 067 509 43 93, poglyads@gmail.com, mfoto@knutd.com.ua.