

## A Quick Guide to the new 'Multimedia & Narrative' Distinction

### Why have we got a new distinction?

Audio Visual, as well as video and other multimedia techniques, have recently changed quite rapidly. The RPS has taken the initiative to review these technologies, so that it can fairly assess contemporary work, as well as what might come in the future. Bringing these areas together under 'Multimedia & Narrative' means that an applicant, now or in the future, won't be constrained by outdated rules.

### Does that mean that the RPS AV group is dead?

Definitely not! While the possibilities for distinctions are wider, Audio Visual is still a discrete form of presentation and the RPS AV group will continue to support AV workers, through meetings, competitions and the regular 'RPS AV News' magazine.

### From an AV perspective, what is different?

The new distinction has opened up the possibilities. It will still be perfectly possible to submit 'traditional AVs', but equally we will be able to include animation, video and some 'third party' images if we want to and if they are appropriate. What all 'A' and 'F' applicants will have to do, which is new, is provide a structured statement of intent, which will include the outline/script/storyboard, how the applicant developed their work and the intended audience for the work.

### Who will be assessing the new distinction?

Because the breadth of the distinction is wider, the panel's expertise has to be wider, but among the six panel members are three well known and experienced AV workers, Richard Brown, Keith Brown and Ian Bateman.

### I want more specific detail, where do I get that?

Firstly, read the article by Mike Hallett in the September 2011 issue of the RPS Journal to help understand the rationale behind the distinction. More specific guidance for the distinction will be produced by the panel members. They meet for the first time on September 22<sup>nd</sup>, so we hope that we will get guidance soon after that. This will appear on the RPS website under 'distinctions', but we will also link to it from the AV group's part of the site [www.rps.org/group/Audio-Visual](http://www.rps.org/group/Audio-Visual) and from the AV News website [www.avnews.org.uk](http://www.avnews.org.uk)

### Can I get advice about my sequences?

In the past the Chairman of the AV Panel offered advice to individuals about their sequences. We hope that a mechanism will be put in place for potential applicants to get specific advice about their work. We are also exploring whether we can run an RPS distinctions advisory day, as happens with other aspects of photography.

### So when can I apply for a distinction?

There is no fixed date yet, but the aspiration is to have the first assessment panel sometime early in April 2012. This will probably be for 'L' and 'A' submissions only in the first instance. Do please consider applying.

### How do I keep up to date with developments?

Keep an eye on the relevant RPS and AV News websites, articles will appear in AV News and RPS AV Group members will receive personal emails when anything significant develops. An email went out on 1<sup>st</sup> Sept, so if you didn't get that, make sure that the RPS has your current email address.