

BETA developments in photography submission

BETA developments in photography is an online magazine edited, designed and published by Jeff Moorfoot, fine art photographer, Founder and former Festival Director of the Ballarat International Foto Biennale [BIFB] four times a year. The magazine was established to help keep the profile of the festival in the public eye, especially during the festival off year. The editorial premise was to mirror that of the festival, which was to show the breadth of the photographic idiom.

BETA developments in photography is image driven, and provides around twenty pages per photo essay/portfolio from four or five photographic artists per issue. The curatorial premise for selecting work for **BETA - developments in photography** is that it aims to give representation to all genres of photography - from antique process to cutting edge digital flights of fancy - from photo documentary to fine art - old school, new school, science, new media et al. Submissions are expected to be a cohesive body of work, thematic or narrative rather than an ad hoc collection of images.

BETA developments in photography uses the issuu.com platform to deliver the magazine, free, to a world wide audience of thousands of readers four times a year. It is distributed to a database of 1350 readers and promoted further via facebook and the website <http://betadip.com> BETA issues can be downloaded as a pdf file or viewed online as an issuu platform embed.

BETA developments in photography is primarily a free online publication, and is offered as a free pdf download via issuu.com, but as of issue number 24 I have made a hard copy of the publication available through Blurb for those who prefer a printed version, particularly contributing artists who would like a hard copy for their folio. The printed version is offered at a minimal mark up to generate some funds. This is print on demand process and distribution is handled by Blurb. Cost for an issue of around 100 pages should be around AUD\$40. The profit on each unit sold is AUD\$10.

BETA developments in photography is produced absolutely pro bono by myself. Any profits generated via blurb sales go towards covering the costs of the website.

There is no charge to send a submission for consideration, nor is there any charge if your work is chosen for publication in **BETA developments in photography**. Conversely, there is no payment for having your work appear in **BETA developments in photography** at this stage. You retain sole copyright in all images submitted for publication and instead grant a license for a single time usage of your work.

I don't offer collaboration in the design process nor approval before publishing. A quick perusal of the archive will give an indication of my design

style [as of issue number 21 - prior to this the design task was undertaken by a BIFB intern] If you don't trust my aesthetic then we most likely won't have a successful publishing relationship.

I generally invite artists to submit a specific body of work for consideration, but will accept unsolicited submissions on the basis that I don't offer feedback or critique. If I like the work I'll be in touch.

To be considered for publication you need to send the following in a single zipped folder by any FTP service [I recommend hightail.com or wetransfer.com] to betadevelopmentsinphotography@gmail.com

- **15 – 30 jpeg** only [no tiffs!] images, saved at highest resolution, 2000 pixels on the longest side for vertical images and 4000 pixels on the longest side for horizontal images [so that they can be run across double page spreads] The more images you send me the greater flexibility I have in the design process.
- **A title for your project** [not an essay please!]
- **A short artist statement** [written in the *first* person, around 150 words including project title]
- **A short artist bio** [not your full CV and written in the *third* person] It's all about the images, so no long winded essays please. Just who you are, where you're from and what you do will suffice [strict maximum of 150 words] **plus your website details**
- **Image captions where relevant.** Obviously I will need to be able to match captions with images. Please enclose a separate sheet.

Note Please send text files as **word documents only** – not pdf's. I cannot consider any submissions that don't conform to these specifications*

I look forward to receiving your submission. If you require any further information please don't hesitate to contact me at betadevelopmentsinphotography@gmail.com or jeffmoorfoot.com@gmail.com

Kindest regards



Jeff Moorfoot
BETA Editor and Publisher