

TOPIC OF INTEREST:

# JPG Magazine

## “JPG is a Real Print Magazine”

JPG Magazine is for people who love imagemaking without attitude. It's about the kind of photography you get when you *love the moment* more than the camera. It's for photographers who, like us, have found themselves online, sharing their work, and would like to see that work in print.

## Published and created by 8020 Publishing

8020 Publishing empowers its communities to participate in all aspects of the magazine's content creation, thereby dramatically increasing reach, lowering costs, and engaging a knowledgeable, global community.

By opening the field, *we're blurring the lines between professional and amateur*, inspiring photographers and writers of all types to engage in the process. What was once "the audience" has been invited to participate in and lend its expertise to the editorial process by contributing content and critique online

JPG is a magazine. It's published 6 times a year by 8020 Publishing and distributed nationally. You can pick up a subscription or find it in US bookstores like Borders and Barnes and Noble. *Everything in the magazine comes from you!*

JPG is a website. Here *any photographer* can join and upload *photos* and *stories* to their member page. You can also submit your work for consideration in the magazine.

JPG is a community. JPG exists because of, and exclusively for, photographers like you. Without you, we're nothing.

## HOW IT WORKS:

1. Shoot & Upload
2. Submit to a Theme
3. Vote Box
4. Peer Review

Your fellow photographers vote on your photo. Voting is about the quality of the photo as well as how well it fits the theme. Getting lots of votes doesn't guarantee publication, but it helps! Increase your chances by encouraging your friends to vote.

### 5. Final Selection

The JPG editors make the final selections and put together the issue. This takes a few weeks, so please be patient. You will be notified by email on the status of your submission.

### 6. Publication

The issue of JPG Magazine is published! If your photo is included, you get a free year subscription and \$100! If not, there'll be a new issue to submit to. Try, try again!

## examples of WHO USES IT:

“I’m an amateur photographer, trying to learn to be photographer instead. It is not really my job actually, but that it is only my hobby, I wish that with this website I can learn deeper about photography and how better to take photos. –**Hendrik Asmito**

“I’m new and learning...” –**Grant Jones**

“I am here to record and regurgitate. My story will be told through the people I meet, the places I go and the images I create.” –**Andy Hardman**

“I like faces and really want to try to define a moment of history which brings about that moment of expression. I like candid shots, staged shots just don’t excite me. I like to grab people in action. Sometimes the pictures even surprise me.” –**Coree Coppinger**

“I am 17, I live in England and I’m currently a student at college and I’m currently studying graphics, textiles and media.” –**Amy Nash**

“Hello, I take photographs for pleasure.” –**Jason Greaves**

“I am a high school photography teacher. I love looking at photographs because they tell a story of a certain time and place.” –**Terri Martyn-Boles**

“I am a greenkeeper (I look after Grass of the TURF variety) by trade, an Agronomist...”  
–**Bernard Proctor**

# examples of STYLES

(pulled from "Perfect Stranger" Theme) :



## KEY TERMS

Subjective vs. Objective

Photographic Truth

High Culture vs. Low Culture

Real

Moment

Visual Senses

Individual

Making

Photographer

To be Seen

Sharing

Community

Create

Inspiration

Capture

Record

Story-telling

Emotion

Regurgitate

How successful do you think the approach is at involving “the other” in design knowledge, production, output (outcome)? What are your terms for success?

In the text and approach to communicate their mission, they specifically say it’s for “photographers”. Does this imply that they are eliminating amateurs, the people that don’t consider themselves “photographers”? The website makes it look easy and approachable, but the printed magazine is intimidating.

In their case, the “other” is the photographers and they create the content for the magazine and online. It is successful in generating attention and participation.

## Where does the work sit on the expert/novice creation scale? Why?

I think it sits closer to the expert side of the scale. The editors of the magazine have a series of rules and have the final say of what content gets published in the magazine.

## Is the work transferable to other content?

Yes, this can be used for other mediums, film, art, and music.

**Has the work pioneered new territory or is it building on cultivated ideas? What are those ideas?**

In the beginning of JPG (January 2005), it was new territory, now with myspace, facebook, flickr, there is more competition to get attention, perhaps that is why they made it exclusive to photographers.

**How is it different than myspace, facebook, and flickr?**

Like flickr, it focuses on photography. But it differs in that the end result is a published magazine with stories and photos submitted by the community they created and continue to grow.

Is the work driven by rules of assertion (designer driving the bus) or emergence (social, democratic forces)?

The designers, editors and creators of JPG have developed a series of rules to control what the community submits. This creates a consistent control and the grounds for being “expected”.

If the work favors the “novice” end of our spectrum, how does the design function to promote and/or inspire participation?

The design of the JPG experience promotes participation through their website and printed publication. There is advertising sponsors on both mediums that encourage submissions. It also uses a voting system to get the community to participate in the selection process of the content for the next issue.

## To what extent does profit figure in the work's success?

There is a profit made in the purchase of the publication.

There is no fee to become a member.

The entries selected to be published in the issues receives \$100.00 and a year subscription.

## What aspects of cultural production is the work exploiting? Opting not to include? Overlooking?

They are overlooking the potential to open it up to showing images captured by real people (ie not photographers). It would be an interesting study if they opened the voting up to people outside of the photography community. The selection process weeds out the 'bad' and promotes what is perceived as 'good'. This is where the idea of high and low culture come in, this can be perceived as an example of high culture, it overlooks the low culture.

How is “the other” represented (ala Stuart Hall, etc.)?

The “other” is represented as the content providers, their community.

## OBSERVATIONS: What is current for JPG Magazine?

### Online:

There is a community of photographers from all levels of experience and ages that participate in this magazine. They are all involved in this community to share, learn, explore, and get an image printed to be viewed by the public. They all have only one thing in common, photography. The design, tone and organization of the site makes participating seem easy and that the community is approachable, anyone can join....I did.

**ACTIVITIES ON THE WEB SITE:** guidelines for participating (photos, stories, discussions), people profiles and images, themes, stories, past issues

## OBSERVATIONS: What is current for JPG Magazine?

### Magazine:

The community gets narrowed down once the issue is published. The primary objective of the piece is to showcase photos. For the rest of the community that did not get published, there isn't much content here for them. It quickly becomes a higher level of culture within the community of photographers, thus making the online community a lower culture. The design is clean, sterile, intimidating, it almost creates a "stock book" or "fine art" feeling. It is clearly not as approachable as the website and not as aspiring for photographers that do want to learn and be published.

**CONTENT IN THE MAGAZINE:** themes, minimal tips, people bios in the back, short articles, photo features, photos