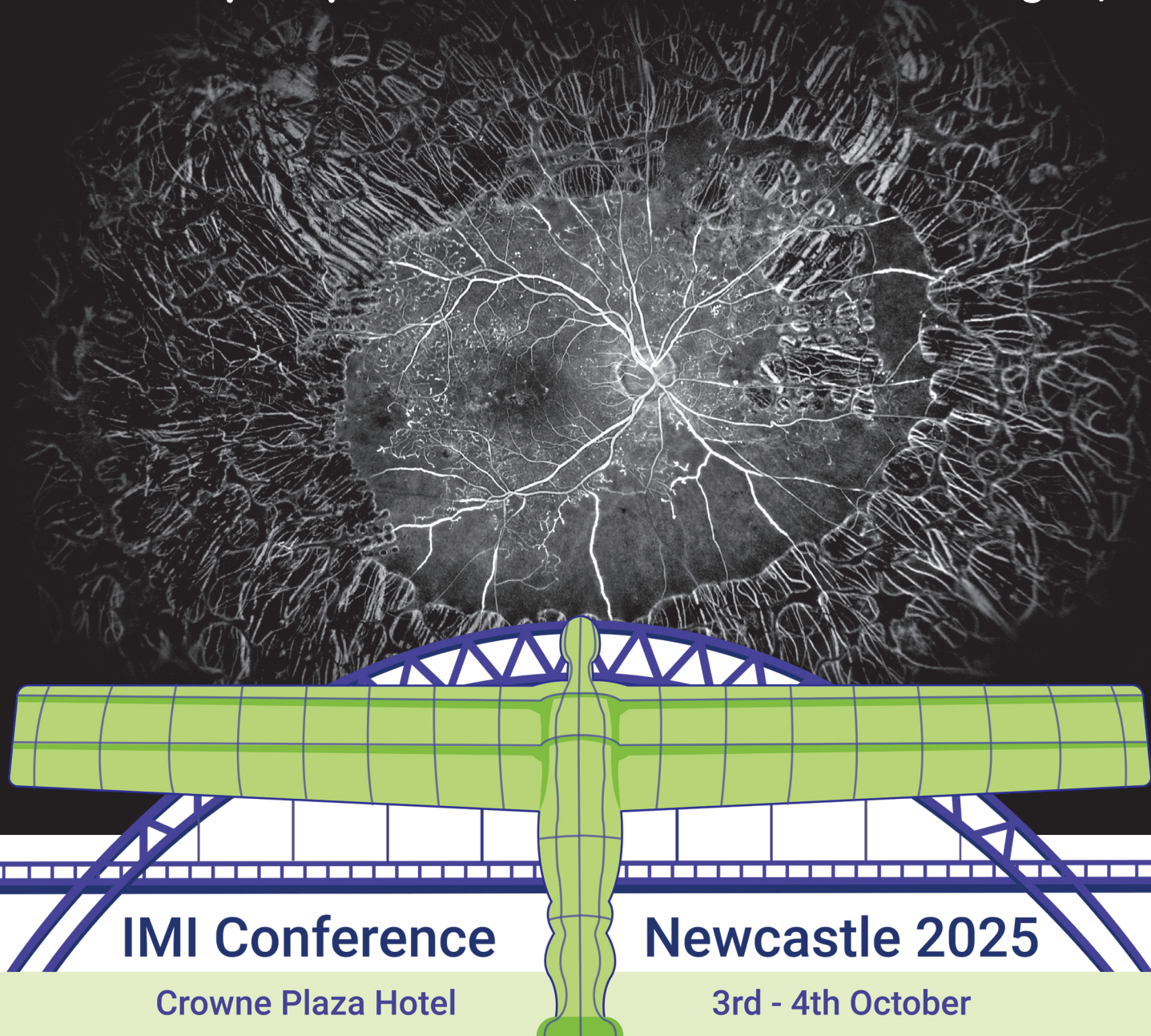


Spring 2025

IMI Awards Open April 25th 2025, feedback from 2024 Judges p5



IMI Conference

Crowne Plaza Hotel

Newcastle 2025

3rd - 4th October

Pinewood Studios Tour with Sony p12

Catch up on Regional Activity p14

Conference 2025 Update p4



EDITOR'S

comments...



EDITOR -
CHRISTINA KNIGHTS

Welcome to the Spring Edition of IMI News

I hope you enjoy this edition of IMI News, where you will find details of this year's conference, as well as some very helpful feedback from the judges on last year's IMI Awards. There have been lots of regional activities including a day at Pinewood studios, so although I hope members managed to get to these events, if not, you can catch up today!

We are still looking for volunteers to join the IMI News team so please get in touch if you are interested by emailing: Newseditor@imi.org.uk

Chairs IMI

message...



IMI CHAIR
CAT LAMOON

Dear Colleagues,

Welcome to the Spring edition of our IMI News.

I'm excited to share this issue and highlight the incredible work of our regional representatives. Over the past year, we've seen a significant increase in regional activity, and it's wonderful to witness so many of you connecting and networking. A heartfelt thank you to our regional reps for their ongoing dedication. I encourage you to stay in touch and keep updated on local events. All event details and news can be conveniently found on our website.

This edition includes an awards feedback report, with each judging panel sharing key insights into their assessment standards. My thanks go to Bethan, our Awards Lead. A reminder to all members, please submit your work, the awards opens for submissions on the 25th April 2025.

Our conference team is diligently preparing for this year's event in Newcastle, scheduled for October. I hope many of you can join us and participate in what promises to be an engaging conference.

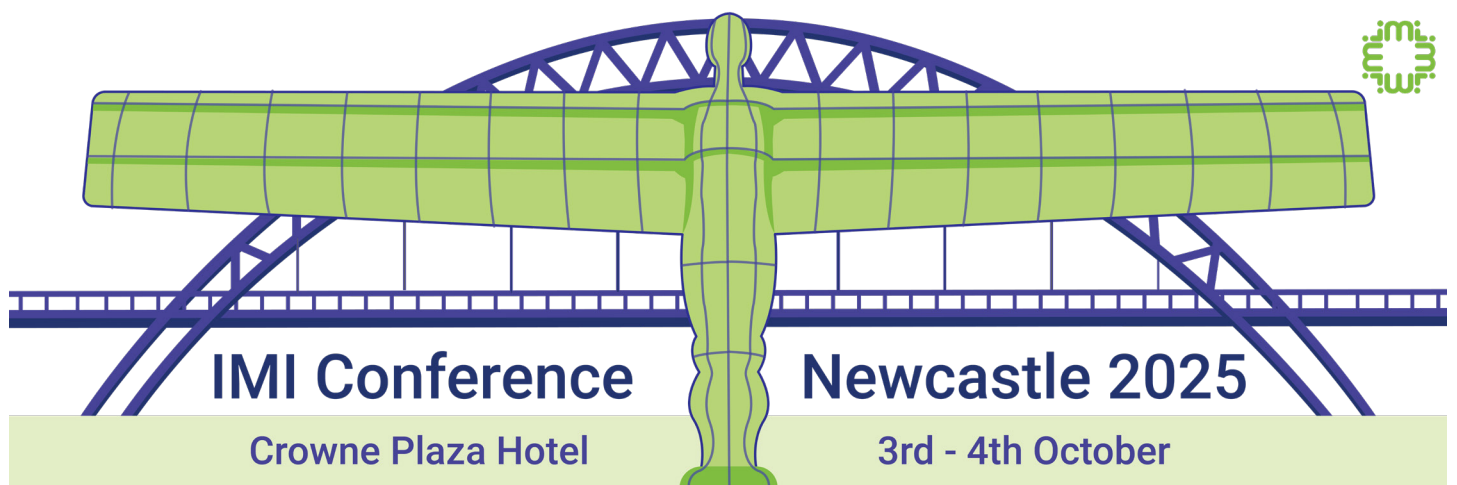
To incentivise early registration, we're offering 'early bird' rates until May 30th - so secure your spot to avoid disappointment!

As our new annual tradition, every April we complete a declaration similar to the AHCS. You will be prompted to sign this on the website after logging in from April 1st. Should you encounter any issues, please contact our membership team at membership@imi.org.uk

We currently have job vacancies within the IMI Marketing team. If you can contribute a small amount of your time to the Institute, please contact Jane Tovey, our Marketing Lead, at marketinglead@imi.org.uk for more information.

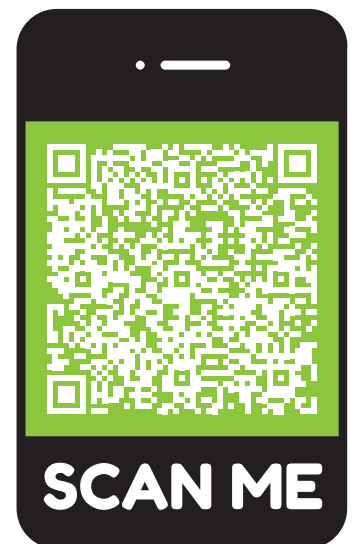
Warm regards,
Cat Lamoon
IMI Chair

Conference Update



Newcastle upon Tyne (or more simply just Newcastle) is a cathedral city in Tyne and Wear, England's northern most metropolitan borough located on the River Tyne's northern bank, opposite Gateshead to the south. The Institute of Medical Illustrators 2025 Conference will be held at the Crowne Plaza Hotel, Newcastle on Friday 3rd October – Saturday 4th October. The conference team are busy working to put on the usual mix of workshops, presentations, trade show, networking events, and maybe even add something with a bit of a twist.

Booking for [IMI Conference 2025](#) is now live.



IMI Awards Judges' Feedback

Over the years, the Awards Team has received numerous requests for individual feedback on submissions following the IMI Awards. While we regret that we are unable to provide personalised feedback to each entrant, we aim to support participants by sharing general insights from our judges. Similar feedback was published last year, and it proved to be both well-received and highly valuable to entrants. This year, some of our 2024 judges have contributed observations on what they believe makes an entry successful or less effective. We hope these insights will provide helpful guidance and a better understanding of how judges evaluate submissions.

We would like to remind all members that the 2025 awards will officially open for submissions on April 25th. We encourage everyone to prepare their entries and take part in celebrating excellence within the field.

For any queries, please contact awards@imi.org.uk

Bethan (Awards Officer)

Photography

For clinical entries:

- The picture should show the condition or the pathology clearly and unambiguously. The diagnosis may not be evident to a non-clinical viewer, but this should be made clear in the caption and any description of how it was taken.
- Focus accuracy. Sometimes the plane of focus was just in front of, or just behind, the area of interest. The depth of field must also be adequate for the subject to be shown clearly.
- Don't get so close that the location or context of a lesion cannot be established. Consider a small picture-in-picture of a wider view to give that context.
- Ensure photographs are in the correct anatomical orientation. We have seen an image submitted and presented upside down.
- Specimens should always have a measurement scale included and this should normally be beneath the specimen and level, with the units visible.

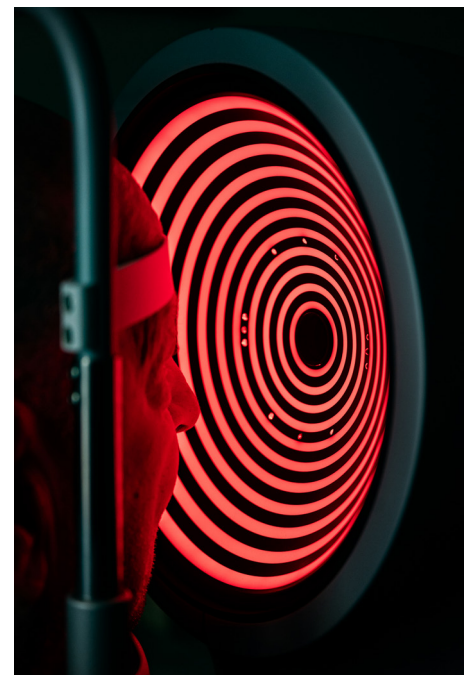


For non-clinical entries:

- Look carefully at cropping or editing. Distortion should be corrected wherever possible and stray cables, scrappy notices on a wall or other distractions can all be improved or removed.

For all entries:

- Be critical of your own work. Look carefully at the image. Is it clear, clean and sharp? Is the subject appropriate and well defined? Do you have the correct permissions for the picture?
- Ensure that the image is clean. Several have been rejected in the past, as there have been multiple dust spots, hairs or other artifacts on the image.
- Check your exposure and the brightness range. A number of entries in the past few years could have been improved significantly by adjusting the shadow or highlight points.
- Make sure there is enough spatial resolution. If the entry requirement states, for example, 2500 pixels along the longest edge, make sure you use that figure. Do not submit an entry at a low resolution.
- The caption should be concise and accurate. Make sure your description explains the context of the image or how the photograph was achieved.
- In all descriptions, please check the accuracy of the diagnosis, along with correct spelling and grammar.



Graphics

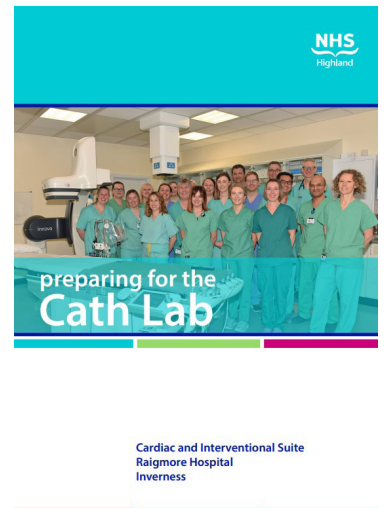
As we are the Institute of Medical Illustrators, which covers many specialities, the most essential message is the vital importance in submitting ALL forms of design and illustration, no matter how simple. It is not only the big budget projects that have value but also the mainstream day-to-day work from departments which are involved in lots of more ordinary projects, and it's important that this work is also promoted and recognised.

Criteria

Because of the range of work submitted from illustration to print to online, 2D or 3D, VR, etc., (it could be likened to comparing apples with pears, peaches and cherries), not every criterion can be applied to each entry but attempts are made to assess the work according to those criteria that fit.

A few general starter criteria include:

- Quality standard (does the entry meet all expected quality standards?)
- Has the brief been followed
- Clinical value (how well does the entry convey the clinical information?)
- Suitability for appropriate audience/medium
- Level of expertise (does the entry show the need for advanced technical or professional knowledge?)
- Impact/aesthetic value (does the entry have a high visual impact?)
- It is sometimes difficult to establish exactly what the input has been by the entrant so it is important to state specifically what their role in producing the entry has been



What makes an entry stand out in terms of uniqueness?

One hallmark of a good art/illustration entry is the sense of movement, balance, and harmony achieved from organizing different elements of the artwork like the background, uses of negative and positive space, line flow, and tonal shapes, in a dynamic way while capturing the overall rhythm of the subject.

It could push boundaries, challenge perceptions, and offer a unique perspective that can manifest in unexpected colour combinations, unconventional use of materials, or a completely new approach to a familiar subject.

Graphic design entries should show an understanding of the real purpose of the design and involve a combination of creativity, research, and experimentation.

Are there any particular techniques or styles that should stand out?

For 2D artwork, the ability to show depth of form is crucial for achieving realism and believability, to be able to draw lines and curves of varying lengths, shapes, and directions with confidence and fluidity, and showing control between areas of light and shadows.

3D work needs to show great rendering skills, including shading, blending, and edge control.

Graphic design work should exhibit core elements of emphasis, balance and alignment, contrast, repetition, proportion, movement and white space

Are there any common mistakes that entrants should avoid?

When everything is emphasized in an illustration, it has the unwanted effect of negating the prominence of anything.

Entries can be let down by typos, spelling and grammatical errors, all easy fixes to put right.

No amount of shading finesse or use of excessive palette can save an illustration with wonky proportions, perspective, and anatomy

What key pieces of advice would you give to future entrants to enhance their chances of success?

Ultimately, what makes an entry successful or not depends on whether it fulfills the purpose it was created for. Not all factors need to be equally evident in a drawing to consider it successful and different aspects need to be prioritized when approaching different types of illustration.

Try and focus on the formal elements of the work including line, medium, colour, light, space, composition and style, and ensure that the brief is followed and executed to the best of the entrant's ability

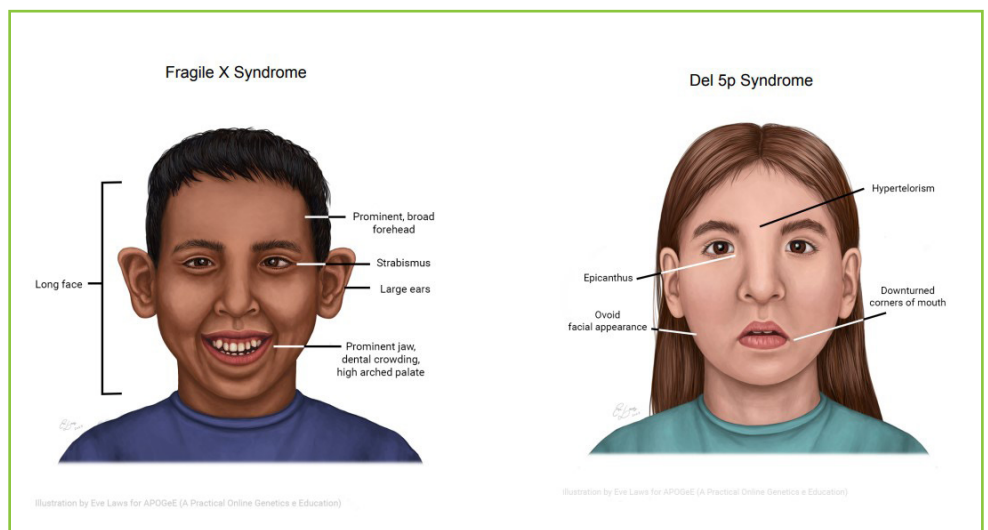
Some individual criteria that can be applied:

Layout

- Was the content well handled?
- Was there a dynamic, balanced grid?
- Were images well cropped?
- Were the elements proportionate and reflecting a clear hierarchy of information?

Colour

- Was there a consistent colour palette applied?
- Were the colours appropriate to the target audience?
- Were there problems of legibility or information hierarchy?
- Did it have impact?



Art Direction

- Was the photography/illustration of high quality?
- Was there evidence of a clear brief to the photographer/illustrator?

Typography

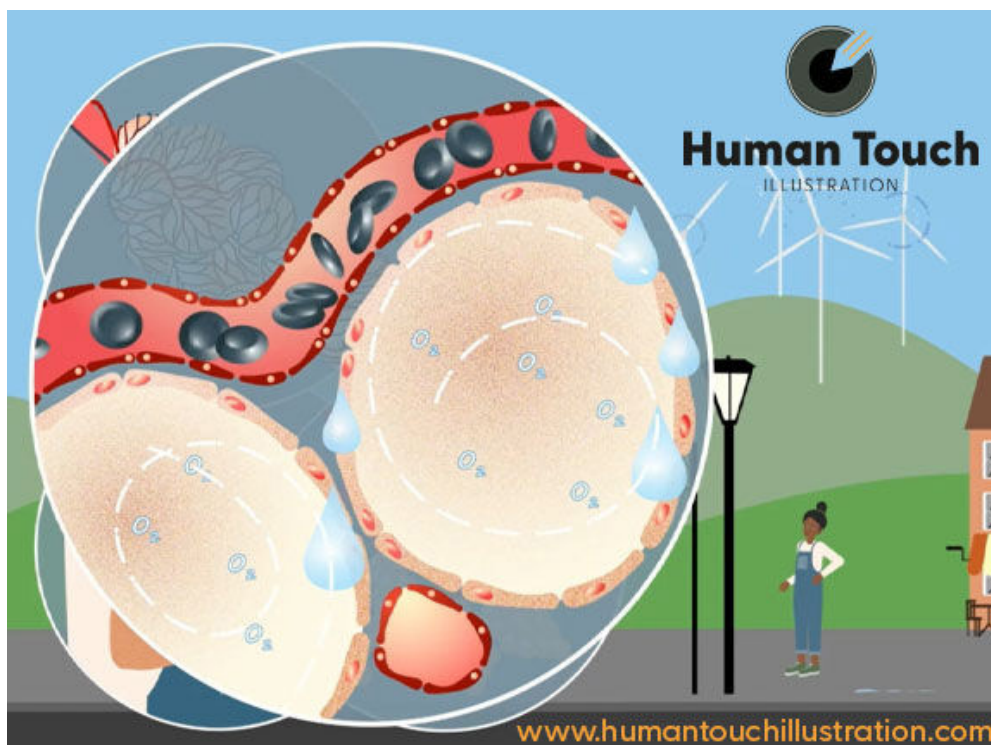
- Were the faces chosen appropriate?
- Was the type handled with discrimination?
- Was it suitable for the message and audience conveyed?
- Was there a consistent type hierarchy applied?
- Were there any spelling mistakes?

Creativity

- Did it have creative flair?
- Did it surprise?
- Was it imaginative?
- Was it out-of-the ordinary (in a good way)?
- Was there a clearly understandable and compelling idea behind it?

Appropriate to brief

- Was it fit for purpose
- Was the idea appropriate to the brief?
- Was the target audience clearly addressed?
- Was the medium chosen suitable?



Ophthalmology

What makes an entry stand out in terms of uniqueness?

The use of non-standard lighting and/or patient positioning that has been utilised to achieve the most satisfactory result.

Were there any particular techniques or styles that stood out?

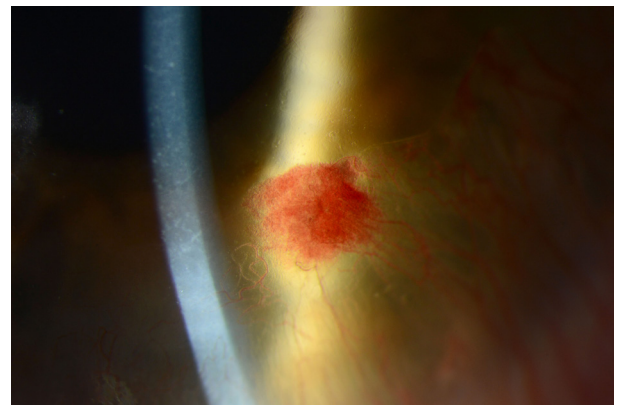
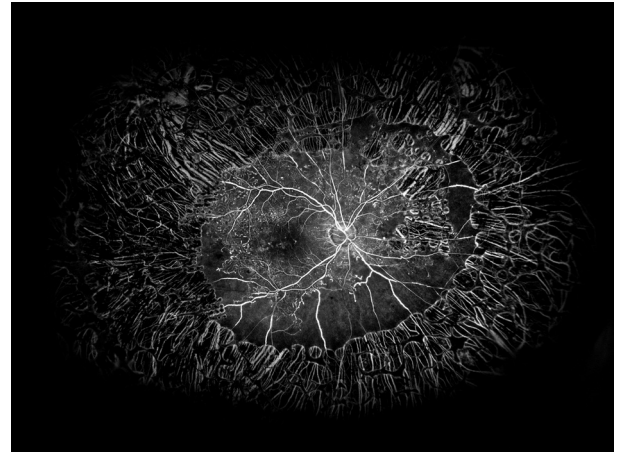
Ensure sharpness and camera setting that ensure adequate depth of field to resolve the primary subject matter.

Are there any common mistakes that entrants should avoid?

There are other simple adjustments that can help make an image exceptional. Make sure the point of focus is on the area of interest, avoiding nearby adjacent structures that could prove a distraction. Ensure the area of interest is centered within the frame, resist the urge for ultra-high magnification images x40 for slit lamp as these images can sometimes lack context unless viewed as part of a series and by lifting the eyelids out of the way wherever possible to create a cleaner image thus avoiding unnecessary obscuring detail.

What key pieces of advice would you give to future entrants to enhance their chances of success?

The quality of image, sharpness, choice of positioning of the patient and subsequently framing of the lesion, effective sympathetic subject lighting, subjective use of effective cropping and essentially dust removal from images.



Video

What makes an entry stand out in terms of uniqueness?

Video is about story telling and the entries that stand out are the ones that tell an interesting story in an engaging way using both words and images. We've seen some really engaging videos for fund-raising which tell a moving story of patient treatment using interviews with patients and carers. But we've also seen some engaging story telling in videos aiming to describe a service or a treatment to patients or aiming to recruit new staff to an organisation.

Were there any particular techniques or styles that stood out?

For me, it's important to be clear about the audience the video is aimed at and the purpose of the video. For videos aimed at the public, this normally means making the video concise and avoiding complex detail. For videos aimed at clinical staff, the detail may well be important but a video should still be as concise as possible and visually interesting to keep its audience engaged.

Are there any common mistakes that entrants should avoid?

Internal politics can conflict with effective film-making. I remember a few video entries in the past that began with a lengthy speech to camera from a boring but supposedly important consultant. Video is an informal and visual medium and viewers have short attention spans so choose people to appear who are engaging on camera and avoid including lengthy scenes with nothing to look at.

Another tip is to try to have as few "characters" as possible. Again, for political reasons, you might feel the need to include interviews with everybody involved in the initiative you're covering but it's better to choose just a couple of people to represent the team in interviews (not necessarily the most senior ones) and show the rest of the team in the images you film.

What key pieces of advice would you give to future entrants to enhance their chances of success?

The content is more important than technical polish. Think about your audience, think about the purpose of the video and aim to make a concise video that will connect with that audience to fulfill the purpose in a visually interesting manner.



Pinewood Studios: 4th February 2025

On Tuesday 4th February, a variety of IMI members were lucky enough to get invited to Pinewood Studios, the incredible TV & Film studios which are synonymous with some of the big and small screens most enduring productions over its 85-year history. The event was organised to gather fellow IMI members together to socialise, network, explore and test out Sony's latest kit, learn some dental and videography tips and tricks, and also have a tour of the studios.

We got to learn many interesting things throughout the day, for example, did you know Sony make sensors for Nikon and iPhones and cars? Among the awesome pieces of kit we were shown by Sony was the 'Sony FTP' – 'PDT FP1 Device' which lets you transfer and then pre-tag your metadata going straight on to your computer, through a mobile phone app.

Throughout the Pinewood studios tour, there were various things that we got to see, that the public wouldn't be able to see and a range of things that you wouldn't even know!

These various spots around the tour included seeing one of the big studios which are used to film some famous films, the main unique corridor which had a variety of photographs from different film sets, and the famous clock which is in each studio to reminds directors of the time during set.

Within this building, we were all able to hold a real BAFTA and OSCAR award trophy too, including a photograph with them!

As well as just camera kit, Profoto lighting company were also there to show us their latest bit of lighting kit, which we were able to trial out.



Big thanks go to:

- Mark Preston & Steven Creamer (Sony)
- Dan Burton (Pinewood Studios tour)
- Tim Zoltie (Head of Medical & Dental Illustration at The University of Leeds)
- Bobbi & Natasha (WEX Photo & video)
- (Profoto)

Mălina Ifrim

IMI Student Representative

Hello, my name is Mălina, and I am your IMI Student Representative for the February 2025 – January 2027 period. Currently, I work as a Clinical Photographer at the University Hospitals Sussex NHS Foundation Trust, where I am passionate about fostering student engagement within the field of medical illustration. Having recently completed the Staffordshire University course, I understand the challenges that come with balancing studies, clinical practice, and professional development. My goal is to ensure that students feel supported throughout their journey and that they have access to the resources, guidance, and opportunities that IMI has to offer.



Student Representative

February 2025 - January 2027

Mălina Ifrim



As Student Representative, I am dedicated to amplifying the voices of students across recognised courses, gathering feedback, and proposing initiatives to enhance communication and support. It is essential that every student feels valued, well informed, and connected to the wider IMI community. As part of this commitment, I aim to frequently deliver talks at local colleges, introducing prospective students to the field and helping them recognise clinical photography as an exciting and accessible career path, regardless of their background or experience.

I look forward to engaging with fellow students, facilitating discussions, and advocating for the needs of IMI student members. Please do not hesitate to contact me on student@imi.org.uk

Please let me know what you think.

Kind regards,

Mălina Ifrim

IMI Student Representative

Email: student@imi.org.uk

Regional Activity

Yorkshire and North East Regional Meeting

Sean Lyons from Heine brought along the latest Heine dermatoscopes for members to have a chance to get hands on experience, together with the opportunity to ask any questions they had about the dermatoscopes and their use in dermatology. This prompted general discussions between all the photographers about their respective dermatology departments and the related work they do for them.



North West Regional Meeting

An eye-opening evening was had by all at the last North West regional meeting!

Zach and Chris from Zeiss gave the 13 IMI members an insight into all things slit lamp imaging when everyone got hands on with the Zeiss SL800, while enjoying some delicious pizza!

The SL 800 hosts true view optics providing true to life colour images and 40x magnification that allowed for everyone to get up close and personal with each others eye anatomy. The competition for the best photo of the evening allowed for everyone to flex their competitive sides, with a chocolate prize at stake!

It was nice to see familiar faces, and even some new faces that had travelled from Leeds and Wales!

We look forward to seeing everyone at the next meeting.



North West Regional Meeting

Astrophotography

Stargazing was the order of the night for the North West Regional Meeting. Stewart Henderson, a keen amateur astrophotographer, gave a presentation about how to shoot the stars, the Milky Way, and all things celestial. He explained everything from the equipment needed, what techniques to use, to the best apps to download to know what you're actually looking at.

He showed us some incredible images that he'd taken and finished off the evening with us all outside looking at Jupiter, its two moons, and a crescent of Venus through a telescope. We were fortunate that although we are in the Northwest, we managed a 20 minute period of cloudless, clear skies, which in itself is a rarity!

Hosted by the Royal Preston Hospital, there was a great turn out from the local regions and a few new enthusiasts ready to start on a fascinating but expensive hobby!



Wales and South West Regional Meeting

**Report By Nathan Nash –
Clinical Photographer at Gloucestershire Hospitals NHS Foundation Trust.**

An Evening with Sony

We have been fortunate recently in having the opportunity to change our non-clinical equipment over from a Nikon DSLR, to the new Sony A7R V's, and having been so impressed (with not only the quality of the camera, but the service offered from Mark Preston at Sony) we thought it was only fair to offer them a platform to advertise their wide range of kit to others within our industry.

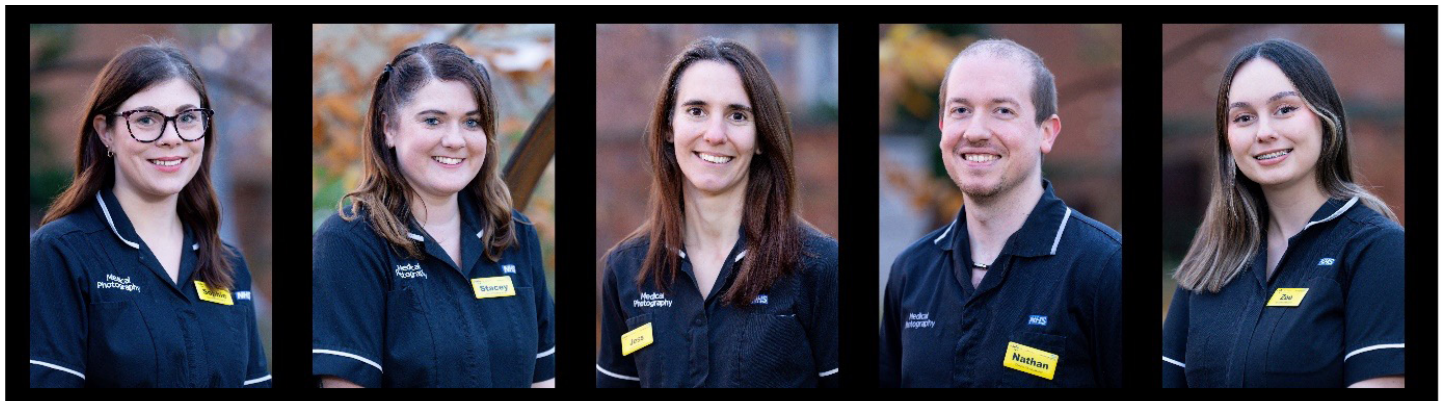
Mark began his presentation with a thorough explanation of the full range of kit offered by Sony, detailing the hierarchy of cameras from most cost effective and ease of use, to the specialised professional level options with utmost quality. The ZV-E10 was offered as a format to capture video quickly with ease whilst maintaining the visual demands that are required in our profession, ideal as an option for on-ward, short video work. The FX-3, with its 10.2 MP full-frame sensor capable of 4K, a high-frame-rate of 120fps and an ISO top range of 409600 impressed our videographer so much there were audible gasps.

After the walkthrough of Sony's line-up, we progressed to testing the kit directly, with some portraits being taken outside using the impressive 70-200mm G master lens, which boasts F2.8, delivering beautiful bokeh. One of the most popular features of the Sony A7R V was its manual focus zoom, which when combined with the equally popular focus peaking mode, made manual focusing incredibly efficient and immediately rewarding.



At the end of the evening, all in attendance were extremely impressed with Sony and the wide range on offer, from stills to video, audio to software, none of us could find any area that was lacking in quality. We all thoroughly enjoyed testing the kit and I would personally like to recommend to anyone who is considering updating their cameras, to heavily consider those offered by Sony – in the two months since purchase we have been excited by its functionality, seen a demonstrable improvement in our non-clinical work, and have received continuous support from Mark Preston.

P.S. I have in no way been paid by Sony to write this report, there was however some free pizza in the meeting, so thanks Mark!



Team photo taken using the Sony A7R V and the 70-200mm G Master lens.

Meet the Team

Did you know that you can contact any of our England, Scotland, Ireland and Wales Council representatives for all of your questions regarding IMI.

Officers



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For the purposes of committee structure, the Chairman, Chairman Elect, Honorary Secretary and Honorary Treasurer are considered Officers of the Institute and are ex-officio members of all committees.

Members of Council



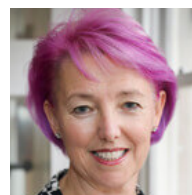
Andrea Jones
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england@imi.org.uk



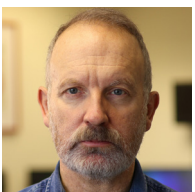
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