

18. juni 2019

*World Photographic Cup konkurrencen som afholdes World Wide, er som OL for fotografer*

## **WPC er verdens eneste konkurrence for professionelle fotografer**

- hvor både mode, portræt, reklame, reportage, natur og pressefotografer konkurrerer side om side efter samme regler, bedømt online af 20 – 25 dommere worldwide.

WPC, som er frugten af et samarbejde og ide i FEP (Federation of European Professional Photographers) og PPA (Professional Photographers of America). Danmark har haft fotograflandshold med fra starten i 2013/2014, hvor der var 20 lande med. WPC har vokset sig stadig større og større, høster international anerkendelse og i dag er det et samarbejde imellem FEP, PPA, AIPP (Australian Institute of Professional Photography) og UAPP (United Asia Professional Photography).

Her syv år efter starten er antallet af deltagende lande allerede nu imponerende. Sidste år deltog 32 lande og det er stadig stigende.

Konkurrencen om de ærefulde medaljer og titlen som WPC vinder hold er blevet meget værdifuld.

At kunne sammenligne og måle sig med kollegaer fra andre lande er helt sikkert med til "egen udvikling", kreativitet og fremme fotografiet, både nationalt og internationalt.

Hvert deltagerland, uanset størrelse, sammensætter et landshold som består af 6 og op til 18 fotografer.

I Danmark er det dff / Dansk Fotografisk Forening som koordinerer deltagelsen i WPC og sammensætter landsholdet. Det er op til det enkelte land hvordan holdet sammensættes.

Hvert land kan deltage med 3 billeder i hver af de 6 kategorier – Commercial – Illustration/Digital Art – Nature (landscape/wildlife) – Portrait – Reportage/Photojournalism - Wedding

## **Kan jeg komme på landsholdet?**

**JA, alle professionelle fotografer kan indsende** 1 billede i hver af ovenstående kategorier, altså max. 6 billeder i alt.

Billederne som indsendes i den danske runde om at opnå en plads på det danske fotograflandshold, bedømmes efter 4 kriterier, de samme som i WPC finalen bedømmelsen – Impact – Vision – Technical excellence – Composition.

Alle fotografer, uanset om man er medlem i dff eller ej, er velkommen til at uploade bidrag til konkurrencen på [www.dff-photo.dk](http://www.dff-photo.dk), det koster 75,- kr. pr. billede. Faktura fremsendes lige efter upload deadline.

Et udvalg i dff sammensætter fotograflandsholdet og sender alle danske bidrag samlet til WPC bedømmelsen, hvor internationale dommere bedømmer alle billeder efter samme regler som i den danske WPC.

## **Time Line**

Billederne uploades i vores system på [www.dff-photo.dk](http://www.dff-photo.dk), senest den 1. oktober 2019

Billederne bedømmes og landsholdet sammensættes, billederne sendes til WPC bedømmelse.

WPC bedømmelsen online i november

WPC offentliggøre alle indsendte hold / billeder i december

WPC offentliggøre Top 10 i januar 2020 på Imaging USA, Nashville, TN, USA

WPC ceremoni med Guld, Sølv, Bronze i hver kategori og samlet WPC landshold vinder kåres den 23. marts 2020 i Rom

*Der tages forbehold for fejl & ændringer, 17. juni 2019.*

## **Rights, Licenses & Releases**

- a. Submitting the team entries, team captains certify that all individual creators, whose images are selected for their team's submission, are professional and artist photographers and present their original work, that they own all rights pertaining to the work or they possess the permission of the copyright holder to submit the work, as well as all necessary model release forms and permits pertaining to the image.
- b. Team captains also certify that all individual creators whose images are selected for their team's submission agree to hold the World Photographic Cup harmless against all claims and liabilities arising out of the WPC's consideration, display, or other non-commercial use of the image.
- c. Team captains certify as well that by agreeing to participate in their team's World Photographic Cup submission, individual team members agree to license to the World Photographic Cup the right to display the image(s) on the WPC web site, in articles, exhibitions and publications pertaining to the World Photographic Cup competition, and for future WPC promotional purposes.
- d. The WPC partner companies will have the possibility to display the winning images on their media or through their products (prints, collections, exhibitions, books etc.). This opportunity will be limited to non-commercial purposes and subjected to the WPC rules and regulations on rights, licenses and releases with the authors of the images.
- e. The WPC and the partner companies have no rights to display the submitted images beyond those outlined in this paragraph.

## **Categories**

Images that become part of the Best of the Best internationally MUST set the highest standard and demonstrate a strong photographic foundation supported by post production enhancement opportunities. Images, to become part of the Top Ten in each category must be of unsurpassed quality in ALL aspects of original capture, retouching and creative enhancement, technical and artistic excellence.

Each team may submit up to three images in each of six categories, including:

### **Commercial**

Images with an intended use by a commercial client to promote or brand a product or company. Advertising, fashion, beauty, still life, food, architecture, corporate photography are all included in this category. Composite and non-composite images, and highly manipulated images (Photoshop or similar), are allowed as relevant in this category.

### **Illustration/Digital Art**

An Illustration is a graphic depiction of any concept or subject. The main principle of an Illustration is to elucidate or define a concept, story, literature, activity etc. in such a way as to provide a visual representation of the story, title or concept. Composite and non-composite images, and highly manipulated images (Photoshop or similar), are allowed as relevant in this category.

### **Nature (landscape/wildlife)**

The Nature (landscape/wildlife) category consists of images intended to show the beauty of nature and wildlife. Wildlife images should be captured in their natural habitat. Panoramas are allowed in this category. Composite and non-composite images are allowed in this category.

### **Portrait**

Entries should reflect the appearance, essence or personality of those portrayed. Images of families or groups are included in this category. Judges will consider the relevance of highly manipulated images as it relates to the category. Composite images are allowed as long as the digital postproduction is not a significant part of conveying the personality of the subject(s). Photographic works where the image manipulation or post production becomes a significant part of the final image must be entered into Illustration or Commercial.

## Reportage/Photojournalism

Images that illustrate an actual public or non-public event, life, an area of human interest, telling news that have meaning on the context or record of events, high impact and/or lasting emotional response. Images that illustrate sporting events are included in this category. Basic color and brightness adjustments, cropping, dodging and burning in are allowed. Only single-capture images will be accepted. Composite and multiple exposure images will not be accepted. The original captured image (in RAW or jpg) must be available if requested by the WPC.

## Wedding

Entries in Wedding must be done in connection with an actual wedding event (not a commercially created image). Images should reflect the personality of the subject(s). They must include some visual reference(s) that defines the wedding event (traditional clothing, church flowers etc.). Composite images are allowed as long as the digital postproduction is not a significant part of displaying the essence or the personality of the subject(s). Photographic works where the image manipulation or post production becomes a significant part of the final image must be entered into Illustration or Commercial.

## Technical Requirements

a. Submissions will be entered via the WPC Online Entry System by each team's designated captain using the supplied login information.

b. Colour and black & white pictures may be submitted. Images must be:

Parameters:

1. A minimum of 4,000 pixels on the longest side
2. Format: maximum-quality JPEG, to be under 16 megabytes
3. Embedded profile: sRGB, Adobe 98 or Greyscale

## Awards

Individual awards

1. Digital Certificates of participation will be given to all the individual team members.
2. Nation Awards certificates will be given to the author of the highest scored image of each and all entered teams (score compiled by computed results).
3. Finalist certificates will be presented to the authors of the Top 10 scored pictures in each and all categories (score compiled by computed results).
4. Gold, Silver and Bronze medals will be awarded to the first, second and third highest score images in each category (score compiled by computed results).

## Team awards

Certificates will be awarded to the 4th, 5th, 6th, 7th, 8th, 9th and 10th place teams (based on aggregated score of top ten placement in all categories).

Trophies will be awarded to the second and third place teams (based on aggregated score of top ten placement in all categories).

The World Photographic Cup will be awarded to the national team which receives the highest score (based on aggregate score of top ten placement in all categories).

## Computing Team Scores

For purposes of computing team scores, points are given out to each country. All finalists (the top 10 photographers on each category), get points from 10 (the golden medalist) to 1 (tenth place).

## Judging Process and Criteria

a. Images are judged by a panel of international judges from around the world. Each accepted national team has the right to select and nominate 1 judge, so the number of the judges will be depending by the number of the national

entered teams. Judges must be selected based on their photographic technique, experience, and previous training as a photographic judge. An association may elect to do not nominate a judge. Judges images may not be part of countries submission. Team captains may not be selected as judges. Judging will be blind and every image will be judged by each judge. But the scores for their own country will be taken out automatically. Selected judges must have an extensive national and international judging experience and are requested to participate in “on line” briefings for this judging. Judges not participating in the scheduled briefings may be subjected to exclusion from the jury.

b. Overview of the principles of judging for WPC:

Each image is assessed four times and four scores entered. It is critical that judges look at each image for its strength based on the category (images that don't clearly relate to the category description should score lower). Judges must be open minded about creative expression and not fall victim to digital enhancement that does not support the image concept and the four criteria when scoring, especially in portrait and wedding categories.

While digital enhancement is part of photography today and relevant, all submissions should demonstrate foundation photographic skills. Images with extensive post production (electronic/digital manipulation) are accepted so long as the photographic component is dominant. Judges are asked to recognize photography as the core contribution to all image categories. Post Production should be relevant for the image. Images with a simple yet powerful message may not rely on Creativity or Technical manipulation to be recognized as a top scoring image. Any post production must be done under the direction of the photographer (author) of the image.

c. Scoring will be based on four criteria, each of the 4 criteria will contribute a maximum of 25% of the total score:

### **Impact**

The impact i the sense of emotion an image creates in you when you see it for the first time. How does the image effect you (laughter, sadness, anger or other strong emotions)? A key component is the relevance of the image to the category of submission. It is a strong Portrait that defines the category description, a fabulous Commercial image that again expresses the definition of the category. Impact is also defined by all the other criteria and commonly focuses on which category of score (Excellent, High Quality etc) a judge will look at when selecting the score category and the range there.

### **Vision**

Is the visual language used compelling? Is the Photographic and/or Digital art medium used well to convey an idea, a message, a thought, or an impression, and recognizes the photographic relevance or contribution? Does the selected visual language (light, technique and enhancement) support the intent of the image and category or does it have a negative effect on the image?

### **Technical excellence**

Is the image technically strong? Is the lighting and posing (where applicable) done with excellence? Is the product (car, building etc.) showcased with excellence? Is the post production management done with excellence (color balance, sharpness, retouching and compositing where applicable)?

### **Composition**

Is the composition strong – and possibly innovative? Does the composition support the story of the image? Does the composition support a center of interest in the image? Is a center of interested needed in the specific image? Has the photographer used design elements well? Proper composition holds the viewers' attention to the image and emphasizes the message of the image. Good composition can please or disturb the eye depending on the intent of the image.

d. Judges and members of the WPC Governing Committee, the WPC Staff or the WPC Judging Sub-Committee are not eligible to participate as individual team members or as Team Captains.

e. The jury's judgment is final and binding.

## **Governing Committee & Support Structure**

The World Photographic Cup Governing Committee will have final authority on all matters involving the WPC, administration, structure, teams, images, and judging.