



# WPC

## WORLD PHOTOGRAPHIC CUP

---

The WPC was founded in 2013 as a cooperative effort by the FEP - Federation of European Photographers ([www.europeanphotographers.eu](http://www.europeanphotographers.eu)) and PPA - Professional Photographers of America ([www.ppa.com](http://www.ppa.com)). Its singular goal is to unite photographers in a spirit of friendship and cooperation. A Governing Committee has been created to conduct the ongoing affairs of the competition also supported by UAPP (United Asian Professional Photography) and AIPP (Australian Institute of Professional Photography). The brotherhood and sisterhood of photography is a bond that transcends language, culture and geography. That's the foundation behind the World Photographic Cup, an one of a kind international team competition. Sure, there are lots of other competitions, but **there is just one World Photographic Cup.**

### ABOUT THE WPC 2018

#### WPC 2018 TIME LINE

**Call for entries** - The WPC 2018 submissions will open on **July 1<sup>st</sup>** and will close on **September 30<sup>th</sup>**, 2017. Entries and judging will take place on line through the WPC official website: [www.worldphotographiccup.org](http://www.worldphotographiccup.org).

**NEW Team captains briefings** - We scheduled 2 online briefings for the team captains: on **July 17<sup>th</sup> 09:00 CET**, and **July 19<sup>th</sup> 22:00 CET**. Don't miss one of those appointments!

**Judging Phase** - After a moderation phase, the judging phase will open in November and December 2017. Also for the judges, online briefings will be scheduled.

**Announcements** - **NEW** The WPC Nation Awards winners ("Best of Team" certificates) will be announced on January 2018. Top ten entries for each category will be announced on March 2018. **The winners ceremony will be held on May 6<sup>th</sup>, 2018, at SeaWorld – Gold Coast, Queensland, Australia.**

#### WHO CAN APPLY

The WPC is open to NATIONAL TEAMS (18 photographs in 6 categories) of professional and artist photographers, representing a country, created by the national professional photographic associations or groups who have received this invitation. In order to make the national teams, each association will create a "WPC national committee". Only one team submission from each country may enter the competition. A team may elect to not submit images in all categories.

However, in this case the aggregate score of the national team will be limited to the images submitted.

### **HOW TO SET THE NATIONAL TEAMS**

Each team must elect a captain, which may be or may be not a team member. Team captains are the sole responsible persons for the submission procedures. Teams must be made up of professional photographers and photographic artists whose citizenship is within the relevant country. Team submissions for each category will be made up of three different individuals, and not include multiple images from a single creator within one category. However, an individual may be selected by his/her country to be their entry in more than one category. Each association decides how to choose the photographers and their images which will comprise its team submission. Contributing photographers are not required to be members of contributing associations, but their images must be submitted through their team captains.

### **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 the following six categories (18 photographs in total) including:

- Commercial (including advertising, architecture, industrial, fashion)
- Illustration/Digital art
- Nature (landscape and wild life)
- Portrait
- Reportage/Photojournalism
- Wedding

**WATCH OUT! For some categories the content of the original image must not be altered. Categories did not change from previous editions. However, some changes have been made in their descriptions! Please read with care the enclosed « categories description» or consult the full rules in the [WPC website](#) for essential further details.**

### **INTERNATIONAL JURY**

Each 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. The name and contacts of the selected national judge, must be communicated before completing the submissions. An association may choose 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 will

participate in “on line” briefings for this judging. Judges will receive a certificate of appreciation by the WPC organisation.

## **JUDGING PROCESS**

Judging will be conducted through specially designed “on line” software.

Scoring will be based on four criteria:

- 25% Impact
- 25% Vision
- 25% Technical Excellence
- 25% Composition

**The jury’s judgment is final.** Please read with care the enclosed “ judging criteria ” document or consult the full rules in the [WPC website](#) for essential further details.

## **AWARDS**

### **Individual awards**

- **Digital Certificates of participation** will be given to all the individual team members.
- **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).
- **Finalist certificates** will be presented to the authors of the Top 10 scored pictures in each and all categories (score compiled by computed results).
- **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).

## **TECHNICAL REQUIREMENTS**

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

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

- At least 4000 pixels on the longest side
- Format: jpeg 10 or 12 (maximum) and to be under 16 megabytes
- Imbedded profile: sRGB, Adobe 98 or Greyscale

## FEES

€ 400.00 per national team, regardless of the number of categories/images entered. *The WPC is a not-for-profit organization created to bring photographers together. 100% of your fees are used to pay for the competition.*

Additional information and registration forms (from July 1<sup>st</sup>) available at [www.worldphotographiccup.org](http://www.worldphotographiccup.org)

