



WPC
WORLD PHOTOGRAPHIC CUP

RULES 2018

Eligibility, Teams & Fees

- a. Each country may be represented by only one team. Each team must elect a captain who may be or may not be a team member. Only one captain per team can enter information and download team images into the system.
- b. Prior to submitting their entry, teams must first apply for submission through the WPC Online Entry System.
- c. Teams generally are created by a national association made up of professional photographers, legally constituted in their country of origin, provided they are nationally representative, they include a significant number of professional photographers, and they operate democratically with each member having one vote. In special cases, ad hoc created - and not for profit - national photographic committees may also apply for submission. All teams will be made up of professional and artist photographers whose citizenship is within the relevant country.
- d. Should more than one organization or group from any given country petition to enter a team, it shall be at the sole discretion of the WPC governing committee to determine which of the petitioning organizations or groups will act as the official team committee for that country. On recognizing submissions from countries, priority shall be granted to the previously submitting organization. In the European area, FEP members associations have submission' priority right. In the Asian area, UAPP member associations have submission priority right. Contributing photographers are not required to be members of contributing associations but their images must be submitted through their team captain.
- e. Each team is responsible for determining its own methods and criteria for choosing the individuals and images which will comprise its team submission in each category.
- f. Individuals may be selected to represent their team in more than one category. However, no team may enter multiple images from a creator in a single category.
- g. Some teams may choose not to participate in all categories. However, in this case the aggregate score of the national team will be limited to the images submitted.
- h. The WPC Governing Committee at its discretion may choose to do not accept or to de-certify a team.

- i. Once an image is entered, it cannot be entered again IN ANY FORM in the competition, whether in the current year or in any subsequent year. Images from a single photographer should be essentially different from WPC edition to edition.
- j. The images must be anonymous and in the case of images pertinent to advertising campaigns, they must not contain any text or graphic elements, which were not part of the original exposure. Images containing text will be immediately disqualified.
- k. Submitted images must not be presented as being in the competition until after they are validated. The WPC Governing Committee will communicate the date from which the submitted images may be shown in public as accepted in the WPC Competition.
- l. The fee for team participation shall be € 400,00 regardless of the number of images a team chooses to enter. There is no “per image” fee to participate.

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.
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Categories

a. 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: Images should reflect the personality or personalities of the subject(s) in the image as well as the personality, artistic and technical skills of the image-maker. Judges will consider the relevance of highly manipulated (Photoshop) images as it relates to the category and subject(s) personality. Composite and non-composite images are allowed in this category.

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: Images must be done in connection with an actual wedding. Images in the Wedding-category should reflect the personality or personalities of the subject(s) or the story of the wedding as

well as the personality, artistic and technical skills of the image-maker. Images should include some kind of visual wedding reference(s). The original captured image (in RAW or jpg) must be available if requested by the WPC committee. Composite and non-composite images are allowed in this category.

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:

- 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

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).

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 will participate in “on line” training for this judging.

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 is 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 are not eligible to participate as individual team members.

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.

Additional information and registration forms (from July 1st) available at www.worldphotographiccup.org



WPC
WORLD PHOTOGRAPHIC CUP



FEP

PPA

AUSTRIAN INSTITUTE OF
PROFESSIONAL PHOTOGRAPHY
aipp



UAPP
United Asia Professional Photography

KODAK ChromaLuxe
True to your vision