



WPC
WORLD PHOTOGRAPHIC CUP

CATEGORIES DESCRIPTION 2018

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.

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