WPC 2023 – 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), as well as the use of computer generated images (CGI), 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), as well as the use of computer generated images (CGI), are allowed as relevant in this category.

Nature (landscape/wildlife)

Nature/Landscape

This category is for photography that is devoted to displaying natural elements such as landscapes, cityscapes, plants, flowers, trees and close-ups of natural scenes and textures. Aerial, macro and astrophotography are included in this category. It is allowed to crop, rotate, selective dodging and burn, reduce noise, sharpen, adjust colour/black-and-white, apply grain and minor cleaning jobs like removing sensor dust or chromatic aberration. It is also allowed to combine several photos to one (photo stitching, focus stacking, multi-exposure, etc), shot at the same time and on the same place as a consecutive sequence, seconds or minutes apart). It is NOT allowed to add, delete or move elements by cloning, healing, patching, content aware fill, liquify or similar tools. The original captured image (in RAW or jpg) must be available if requested by the WPC.

Nature/Wildlife

Images must illustrate the astonishing diversity of wildlife from all parts of the world showing images of actual wildlife in a natural habitat. It is allowed to crop, rotate, selective dodge and burn, reduce noise, sharpen, adjust colour/black-and-white, apply grain and minor cleaning jobs like removing sensor dust or chromatic aberration. It is also allowed to combine several photos to one (photo stitching, focus stacking, multi-exposure, etc), shot at the same time and on the same place as a consecutive sequence, seconds or minutes apart). It is NOT allowed to add, delete or move elements by cloning, healing, patching, content aware fill, liquify or similar tools. The original capture image (in RAW or jpg) must be available if requested by the WPC.

Portrait

Illustrative Portrait

Images where styling, creative photo techniques, extensive makeup or props are allowed. Post production techniques are encouraged and may be an essential part of the final story in the photograph. Entries in this category would include images that have been highly manipulated or stylized.

Natural Portrait

Images where lighting, posing and highlighting of the person's NATURAL appearance, essence, personality and character is key. Images should tell a story about the personality/ies and possibly their culture or traditions. Images that use extensive makeup or props to transform the natural appearance, must be entered in Illustrative Portrait or Illustration/Digital Art categories. Post production techniques are not to be an essential part of the final story in the photograph.

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

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 and Judging criteria:

The judging criteria were 4 and will be reduced to 2. Changes to the judging process are finalizing and we believe that it will be easier and a better experience for all judges. You can expect details in the near future.

c. 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.

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

Images Validation

A validation sub-committee of the World Photographic Cup governing committee, made up of 5 members, will check the eligibility of all submitted images. Submitted images must not be presented as being in the competition until after they are validated. The validation sub-committee of the WPC has the authority and ability to disqualify images that conflict with the rules, including the technical parameters. The validation sub-committee has the

authority and ability to disqualify images that it deems do not satisfy the description in the category or conflict with the spirit of the category description. A qualified majority (4 of 5 or 75%) must be in agreement and every opportunity will be afforded the effected team to replace any disqualified image. In the event of a disqualification, the CEO of WPC will notify the related team captain and he/she will have 5 days to replace or modify the entry. Captains wishing to appeal the decision of disqualification may submit an appeal stating their reasons. A group of four WPC present or past committee members (not on the validation team) will review the appeal within the next 24 hours. It will take 3 of 4 appeal members to overturn the decision of the validation committee.

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