

General WCPF Competition Rules (Extract - Interim AI update August 2023)

Any photographer entering a WCPF competition must be a member of a club affiliated to the WCPF.

In all cases, the original image(s) must have been taken using a photographic process and be the sole copyright of the Entrant. All photographic processes and techniques are eligible (subject to any competition-specific rules that may apply) providing that the photographer owns the copyright to all elements of the picture. Any modification of the original image(s) must be made by the photographer or under their personal direction.

The use of clip-art, computer generated elements, downloaded textures, third-party decorative borders, or elements from any other photographer's images are not permitted. Images or image elements generated by any software tool are not permitted. This includes but is not restricted to backgrounds, textures, skies, props and other embellishments. Any creative, shaped or textured brushes must be created by the photographer.

Software tools that replace or remove an image element or extend an image such as content-aware fill, healing, patching or object removal are only permitted where the source for the inserted image data is wholly contained within the base image(s). It is the photographer's responsibility to ensure that the tools they use do not draw image content from outside the photographer's own work.

Guidance on the use of image creation and processing tools (sometimes labelled as "AI")

Generative AI is not photographic and is therefore not permitted. Generative AI draws on data from outside the existing image and uses algorithms to create new content. AI-based generative fill, scene extension, patching or object removal is not permitted. Any adjustments must use tools that draw data only from within the existing image(s).

Technology that enhances an existing image without drawing on image data from outside that image (e.g., AI De-noise, AI Scaling, AI Sharpening) is acceptable. In general, the output image viewed at full-screen should look nearly identical to the original.