



# Pure Vision: The Art of Clarity

Welcome to the f/64 Creative Challenge! This challenge continues from our recent Pictorious challenge, which was highly successful due to your incredible engagement and work. Now, let's move forward to the 1930s, focusing on the f/64 group, a significant movement in photography history.

In 1932, Edward Weston, Imogen Cunningham, and Ansel Adams formed the f/64 group in San Francisco. They advocated for "pure" photography with sharp focus, clarity, and minimal manipulation, moving away from the soft, dreamy pictorialism of the late 1800s and early 1900s.

## Key Principles:

- **Sharpness and Clarity:** Use a small aperture to achieve deep depth of field.
- **Minimal Manipulation:** Focus on capturing the image correctly in-camera. Limit post-processing to minor retouching.
- **Natural Light:** Use natural light and avoid artificial lighting like flash.
- **Technical Mastery:** Emphasize excellent composition, exposure, and printing.

## Challenge Guidelines:

1. **Theme:** Black and white photography with deep depth of field and sharpness.
2. **Format:** Horizontal, vertical, or square; avoid panoramic.
3. **ISO:** Use low ISO settings (100 or 64) for smooth grain.
4. **Tripod:** Use a tripod to manage slow shutter speeds due to small apertures and low ISO.



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- Lighting: Prefer natural light. Use reflectors instead of flash for additional or fill in lighting.
- Editing: Minimal post-processing. Focus on developing the raw file without extensive editing thereafter.

## Subject Categories:

- Landscape Photography: Inspired by Ansel Adams.
- Environmental Portraiture & Stilllife: In the style of Imogen Cunningham.
- Still Life Photography: Following Edward Weston's approach.

## Timeline:

- Submission Deadline: Sunday, August 4th 2024
- Feedback Session: Wednesday, August 7th 2024

Advice: Study the work of Ansel Adams, Imogen Cunningham, and Edward Weston to understand their techniques and vision. Your photos should be technically excellent, capturing reality with precision and clarity.

Let's celebrate the art of technical photography and honour the legacy of the f/64 pioneers. Show us the beautiful art of pure, unmanipulated photography.

Enjoy!