



Emotion in Motion Creative Challenge

GUIDELINES

Welcome back to yet another creative challenge! What do these three iconic photographers Imogen Cunningham, Ansel Adams, and Edward Weston have in common? Well, first, we have to agree that all three of them undoubtedly established a legacy for themselves. But did you know that all three of them were outspoken about their sharp photography in a way that influenced our comprehension of photography today?

This journey starts with modern photography in the mid-1800s. We encounter figures like Mr. Fox Talbot and later George Eastman, the founder of Kodak, all deeply immersed in the scientific pursuit of photography. This pursuit led to advancements in sensitivity, aperture, lens quality, and emulsion. However, an interesting shift occurred by the late 1800s and early 1900s as resistance to pin-sharp imaging emerged, giving rise to the Pictorialist movement.

Pictorialists advocated for a softer, emotive style in contrast to the sharpness pursued by the advancements in the photography industry. This dichotomy between sharpness and emotive expression persisted, with periodic shifts in artistic preferences.

In the 1930s, there was a resurgence of interest in straightforward, sharp photography, prompting a divide between those who favoured pure photography and those who embraced its artistic potential. Notable figures like Ansel Adams, Keith Carter, and William Klein expressed nuanced views on the subject, recognising the value of emotion over mere sharpness.

And so, the theme for this challenge is "Emotion in Motion." This challenge is not about simple out-of-focus photography but rather about intentional camera movement, panning, and tracking to convey emotion through motion. We seek to explore how motion, whether in the camera or the subject, can evoke powerful emotions in viewers.

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Here are some guidelines to follow:

Focus on Photography: The camera is the primary tool for creating your entry for this challenge.

Current Photography: Do not use archived images. Capture a new photograph on or after the 22nd of March and shoot it in RAW format to record the metadata as proof.

Artistic Enhancement: While post-processing as well as physical artistic techniques are allowed, the photograph must be the primary starting point. Movement and speed filters in editing software are discouraged.

Storytelling: Your photograph should convey a narrative or emotion similar to that used in abstract impressionism where the subject is recognized and not just abstract.

Technical Considerations: Use neutral density variable filters to capture motion in varying light conditions.

Suggestion for Submission and Feedback: Post your images on the Inspire community for feedback prior to selecting your entry.

The challenge ends on the 14th of April '24, with the meet-up scheduled for the 17th of April '24.

To participate, accept the challenge in the challenges section on the website or app. If you cannot access the challenge, ensure your subscription is active. While pure sharp photography has its allure, this challenge celebrates emotion in motion, diverging from conventional norms.

Enjoy the creative journey.