

Strategy: To Address Generative-AI in Photography

Introduction

In today's digital landscape, photography software companies are rapidly deploying AI-powered features, each promising to streamline photo editing and unlock unprecedented creative possibilities. The marketing campaigns emphasize effortless workflows and spectacular results, fundamentally changing how photographs can be created and enhanced.

This technological revolution has outpaced the photography community's ability to establish clear guidelines. Photographic societies and their members find themselves navigating murky waters as they attempt to distinguish between acceptable AI enhancements and those that might compromise traditional photographic values and competition integrity.

To provide clarity and direction, CAPA has developed and implemented a comprehensive strategic framework built upon three foundational pillars that address these challenges.

Strategic Pillars

1. Expert Advisory Committee

- In May 2023, we established our AI Advisory Committee – a group consisting of a dedicated group of experts in photography, technology, and competitions
- Continuous monitoring of AI developments through weekly review of 30-40 generative AI related articles
- Engagement with academic institutions and industry leaders, including attendance at university AI presentations and Adobe research sessions

2. Knowledge Development and Documentation

- Creation and maintenance of definitive guidelines on AI in photography competitions – Association's developed "***Stance on Artificial Intelligence in Photo Competitions document***" and "***Eligibility Criteria website***"
- Creation and updating of a **Judge's AI Clue** document which is provided to all judges prior to the commencement of judging any of our competitions
- Board of Directors approved a **Competition Policy & Procedures document** which include details relating to AI usage and disqualification of images

- Updated our **Image Verification & Authentications** procedures to include AI detection (e.g. AI classifiers, photo forensic, metadata analysis, reverse image searches, source image verification, etc...)
- Posted all the above documents in the **Resource Section** of our Association's website – login is required to view these documents.
- Membership in the **Coalition for Content Provenance and Authenticity (C2PA)** which is a volunteer group endeavouring to establish AI standards
- Testing of new Generative AI features in post processing applications as they are announced
- Update competition criteria when required to reflect new AI initiatives
- Monthly publication of **Competition News webpage** focusing on AI developments
- Establish a knowledge-sharing network with other photographic societies around the world, to exchange research findings, best practices, and insights on AI developments in photography

3. Educational Outreach Program

Multilingual Resources

- Development of AI PowerPoint presentations to education photographers on artificial intelligence and introduction to detection techniques
- Free AI presentations have been provided in both official languages

Direct Support

- One-on-one consultations for specific AI-related question, by emailing - competitions@capacanada.ca
- Offer free single image analysis for individual CAPA members and CAPA camera clubs.

Best Practices for our Association

- Continue to provide clear guidelines for AI use in competitions
- Provide regular updates to members about AI developments
- Offer multilingual resources to ensure accessibility

- Maintain open communication channels for member questions
- Regular review and update of AI policies

Continual Improvement

- Regular review and update of educational materials
- Expansion of expert advisory committee as needed
- Development of new training modules as AI technology evolves
- Integration of feedback from member organizations
- Adaptation of guidelines based on industry developments
- Active collaboration with other photographic societies through regular research exchanges and joint initiatives

Conclusion

Our strategy will continue to evolve in response to new AI technological advancements, ensuring that our members have the resources and support they need to thrive in this environment.

By maintaining open dialogue with our photographic community and staying at the forefront of AI development, we will work together to shape a future where technology enhances rather than diminishes the art of photography.

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