



DEFINITION of Practical Equivalence¹

(Corporate Ethics Committee)
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Two images are considered **practical equivalents** unless two of the following parameters vary between the images:

- **Noticeable change in camera position:** examples of a camera position change include high angle vs low angle, pan, tilt or tracking shots, etc.
- **Noticeable subject movement:** a subject's movement may be slight (a head movement) but must be obvious. This parameter may also apply to inanimate subject matter (arrangement of subjects in a lightbox).
- **Noticeable change of compositional or design elements:** this includes a wide variety of possible changes, from lighting and lines to spaces and shapes.
- **Story-telling sequences:** Can apply to any Division. For example, in PJD and ND story-telling sequences are captured by multiple images (change of facial expression or emotion, animal interactions, foraging, etc)

¹ The Corporate Ethics Committee's use of **Equivalent** is a nod to Alfred Stieglitz's famous series of 200 cloud photos which he shot in the Adirondacks from about 1924-34, where he titled each individual photo **Equivalent**.