

## THE AIMS OF THE IMAGO TECHNICAL COMMITTEE (ITC). V18 – 2020-07-19

In our community there is often a debate with regard to the place of technology; are we artists, artisans, technicians, businesspeople, or all at the same time? The objective of the cinematographer is to utilize the tools and techniques of the craft to provide creative and artistic solutions for cinematographic storytelling within an economic context.

The ITC aims to bring together many different sensibilities and skills to the community of cinematographers so that the approaches to, and understanding of, creating the image are as open as possible. We are always focused on the art of cinematography and the technologies we use to create it.

The IMAGO TECHNICAL COMMITTEE is organized to provide:

A friendly, hardware-agnostic worldwide environment away from the self-interests of commerce, in which to review, discuss, share knowledge, and contribute to the development of the tools and techniques for cinematography.

A safe harbor for the meaningful interaction between cinematographers and the manufacturers of their tools as well as associations involved in image technology, standardization, and image preservation.

A place where all types of cinematography from every country of the world are respected, regardless of cultural and economic differences.

A place where cinematographers meet to improve the art and craft of cinematography and help drive their future by contributing to the design of their tools.

The ITC is working to ensure that cinematographers, camera assistants, DITs and colorists can have more control over the camera, workflow and presentation parameters related to the image.

For all these reasons the ITC aims to maintain strong connections with colorists, camera assistants, DITs, gaffers and grips, and related global associations, manufacturers and their representatives, as well as with non-Imago cinematographers.

The ITC will work with the Imago Web Editor and the Imago Education and Masterclass committees for the efficient dissemination of its findings, and to allow for academic collaborations.