

DEPARTMENT OF DEFENSE (DoD)

Visual Information Awards Program (VIAP)



STANDARD OPERATING PROCEDURE

2015

(COMPETITION YEAR)

**DEPARTMENT OF DEFENSE
VISUAL INFORMATION AWARDS PROGRAM STANDARD
OPERATING PROCEDURE COMPETITION YEAR 2015**

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I. Background

- A. The Visual Information Awards Program (VIAP) is designed to recognize and reward military photographers, videographers, journalists, broadcasters, photojournalists, graphic artists and mass communication specialists for their achievements in furthering the objectives of military photography, videography, and graphic arts as a command information and documentation medium within the military. This program operates under the aegis of the Office of the Assistant Secretary of Defense for Public Affairs (OASD(PA)) and is administered by the Commandant of the Defense Information School (DINFOS), with cooperation from national and local professional organizations.
- B. Encompassed in the VIAP are the Military Photographer of the Year Competition (MILPHOG), the Military Videographer of the Year Competition (MILVID), and the Military Graphic Artist of the Year Competition (MILGRAPH).

II. Eligibility

- A. The VIAP competitions are open to Active Duty, Reserve, and National Guard enlisted personnel of the five Armed Services holding the MOS, NEC, or AFSC of photographer, journalist, photojournalist, videographer, broadcaster, graphic artist, mass communication specialist or equivalent. Members who leave the Armed Forces during the year may compete as long as the material submitted was completed in its entirety while on active duty or in a Reserve or National Guard status. Personnel assigned to the Coast Guard Auxiliary and the Civil Air Patrol are prohibited from competing, unless eligible under another category.
- B. The DINFOS Commandant, or his/her designee, will address all questions concerning eligibility.

III. Contest Dates

- A. Material entered for competition must have been produced between **January 1, 2015** and **December 31, 2015**.
- B. Entrants may register and entries may be submitted into the VIAP system starting on **December 14, 2015**. All entries must be in the VIAP system no later than **February 16, 2016**. **Editing capability stops at 2359 hours, February 16, 2016**.

IV. Rules

- A. All entrants must meet the eligibility requirements of Section II, Eligibility.
- B. All entries must:
 - 1. Have been produced for military purposes as part of the entrant's official visual information duties, not as part of a commercial enterprise (any endeavor where the primary motive is profit and employment for oneself and others, to include non-profits.)

2. Conform to the ethical policies outlined in DoD Instruction 5040.02 <http://www.defenseimagery.mil/learning/vipolicy/dodi.html>. Official DoD imagery shall not be altered to misinform or deceive. Anything that weakens or casts doubt on the credibility of official DoD imagery in or outside the DoD shall not be tolerated. Alteration of official DoD imagery is prohibited with exception for corrections, modifications and enhancements as specified.
 - a. The alteration of official DoD imagery by persons acting for or on behalf of the DoD is prohibited, except as follows:
 - i. Prohibited alterations include the addition, removal, or changing of photographic details. Examples of prohibited alteration include the addition, changing, or removing of individuals, equipment, scenery, or the unrealistic changing of color or light. Certain modifications or enhancements to official DoD imagery are permitted in accordance with section 4 and Enclosure 10 of 5040.02.
 - ii. Photographic and video image enhancement, exploitation, and simulation techniques used in support of unique cartography; topography; engineering; geodesy; intelligence; criminal investigation; medical; research, development, test and evaluation; scientific; and training requirements are authorized if they do not misrepresent the subject of the original image. The image caption will indicate that the image was enhanced and a brief description of the enhancement technique will be entered.
 - b. In other words, the image must be a truthful representation of whatever happened in front of the camera during exposure. You may post-process the images electronically in accordance with good practice. That is cropping, burning, dodging, and converting to black and white as well as normal exposure and color correction, which preserves the image's original expression. The competition POCs and judges reserve the right to see the original raw image files, raw tape, negatives and/or slides. In cases of doubt, the photographer can be disqualified.
3. **Must be approved for public release in accordance with DoD Instruction 5230.29.** The determination must be made by responsible officials that a DoD production and the information contained therein are not classified; do not conflict with established DoD or Federal Government policies or programs; and comply with applicable laws and regulations, and, therefore, are releasable to the public.

- c. The Release Authority must be a Public Affairs officer or Public Affairs representative. (Syracuse students contact CHINFO. DINFOS faculty and staff contact dma.meade.dinfos.list.pao@mail.mil for more information.)
 - d. All contact information for the releasing authority must be provided, including name, e-mail address and phone number.
4. Meet the requirements specified in Section III, Contest Dates.
- C. Entries received that DINFOS competition officials believe do not meet these criteria will be disqualified. Challenges will be decided by the DINFOS Commandant and/or designee.
 - D. Each entry is limited to the work of one entrant who must have performed a majority of the work required to complete the entry. There can be no personally identifiable signature, logo, or marking of any kind included on the image, or where a judge could see it.
 - E. An entrant may compete in one or more competitions. However, an individual image, graphic, art piece or video may be entered in only one competition (with the exception of entries submitted as part of a portfolio).
 - F. Also, a single entry can only be entered into one category within a competition with the exception of picture story, multimedia storytelling, and web design where the component images, graphics, art pieces or videos may be entered into other categories. For example, an image entered in the Combat Documentation category of the MILPHOG competition cannot be entered into the Portrait/Personality category within that same MILPHOG competition, but could be entered as a component of a picture story or multimedia story within that same MILPHOG competition.
 - G. Entries must conform to all applicable DoD components, Copyright Law infringement (<http://www.copyright.gov/>), HIPAA Privacy Rule (<http://www.hhs.gov/ocr/privacy/hipaa/understanding/summary/>), and U.S. Coast Guard guidelines, as well as all rules of this program and the individual competition to which they are submitted. They must also meet all category eligibility requirements. This includes caption, VIRIN and image specifications as set forth in DoDI 5040.02.
 - H. A Boss Check must be completed prior to entrant competing in VIAP. Each Service will have their own requirements on what this is. All letters of verification will be emailed to: dma.meade.dinfos.list.competitions-coordinator@mail.mil.
 - 1. USN: The Navy will require a letter from the first supervisor in the chain of command with letterhead or "by direction" authority. This could include the Public Affairs Officer, the Officer in Charge, or the Chief Petty Officer in Charge in an effort to expedite the process, but it will not exclude a letter from the Commanding Officer.

2. USMC: Any Marine entries for VIAP will include a letter of recommendation from their COMCAM OIC or Director that includes verification that the submitting Marine is not on any type of legal or disciplinary action.
 3. USA: During the registration process, the entrant fills in a .mil address of their supervisor. An email will go to the email address stating that the Soldier would like to compete within the MILGRAH/MILPHOG/MILVID competition. The supervisor is given a link or to a page that has two blocks: yes – the entrant is eligible to compete, no – the entrant is not eligible to compete. The supervisors will be asked to fill in additional information. The entrant will receive an email stating their supervisor has approved or not approved them competing.
 4. USCG: Members entering imagery into the VIAP must provide to the VIAP program manager a district public affairs officer endorsed memorandum that states the member is endorsed to compete; currently recommended for advancement; has no pending or current Non Judicial Punishment or UCMJ offenses; and all entries submitted by the member are approved for release and meet the appropriate criteria for entry. A copy of the memorandum must also be sent to the Coast Guard Liaison Officer to DINFOS as well the Headquarters Office of Public Affairs (CG-0922). A template of the recommended format of the memorandum can be obtained by contacting CWO2 Kurt Fredrickson at 202-372-4638 or by email at kurt.n.fredrickson@uscg.mil
 5. USAF: Each Airman submitting to the Visual Information Awards Program must include a quality force letter signed by their unit commander (or equivalent) attesting to the individual's professionalism. The letter must state that the Airman's PIF has been reviewed and that there are no administrative, legal or personnel actions pending that would prevent the Airman's participation in the award program. Entries without this quality force letter will be rejected.
- I. Additional rules and categories pertaining specifically to each competition are outlined in the applicable attachments to this document.

V. Judging

- A. Graphic Arts, photographic and video professionals from local and national organizations will conduct judging.
- B. Judging will take place at DINFOS during the week of March 14-18, 2016. MILGRAPH will be judged on Monday, March 14, 2016. MILPHOG will be judged on Tuesday and Wednesday, March 15-16, 2016, and MILVID will be judged on Thursday, March 17, 2016, with Friday, March 18, 2016, reserved as a second MILVID day, if required. Exact judging times will be posted on the DINFOS webpage at <http://www.dinfos.dma.mil> after March 1, 2016. The judging is open to all DoD ID Card holders and guests who wish to attend.

C. Judges will evaluate entries on:

1. Storytelling ability
2. Technical quality
3. Originality
4. Creativity
5. Category specifications

VI. Awards

- A. The “of the Year” winners may receive awards appropriate to their professional specialty. First-place winners in each category of the competitions will receive plaques and certificates. Second-place, third- place, and honorable mention recipients in each category of the competitions will receive certificates.
- B. Judges will normally select only one first-, second-, and third-place winner in each category. The number of honorable mention winners will be at the discretion of the judges. If no entry in a category is considered within contest standards, judges may choose to withhold any or all awards within that category.
- C. Winning entries will be posted on the DINFOS Web site at <http://www.dinfos.dma.mil>. All entries remain the property of the Department of Defense.

VII. After-Action. Following the judging, DINFOS will:

- A. Notify each Service’s Public Affairs and Visual Information Chiefs, and designated completion POCS of the winners in each category, with the understanding that they will, in turn, notify the chain of command for those winners named. After four days, DINFOS will then post the winners on the DINFOS website, and begin marketing the winners products to external media.
- B. Provide plaques (subject to funding availability) and certificates to those same Service POCs for distribution to commanders to present to their winners.
- C. Prepare and distribute a news release.

VIII. Points of Contact

- A. Questions regarding these instructions can be addressed to the following personnel:

Competitions Coordinator –
dma.meade.dinfos.list.competitions-coordinator@mail.mil

MILGRAPH Coordinator – dma.meade.dinfos.list.milgraph@mail.mil

MILPHOG Coordinator – dma.meade.dinfos.list.milphog@mail.mil

MILVID Coordinator – dma.meade.dinfos.list.milvid@mail.mil

IX. Submitting Entries via VIAP Web Site

- A. Entrants must register for and submit entries via the VIAP Web site for any of the VIAP competitions. This provides entrants the most control, allowing them the ability to view and/or edit their own entries ensuring the correct photos get placed where they need to go. Entrants must begin by filling out a registration form at <http://viap.dinfos.dma.mil/>. Entrants do not need to re-register in the VIAP system this year if they registered in previous years however, entrants do need to validate their information.
- B. Multiple file entries, such as those submitted to the Web Design or Mixed Media categories of MILGRAPH, must be submitted in a compressed file format (either Zip or Stuffit archive). Accomplish this by first completing the steps set forth in Section XII, File Naming, Subsection B, File Naming for Multiple File Entries; then use an application to compress the entire folder. Ensure that the name of the compressed file is the same as the VIRIN of the entry and the JPEG screen shot.
- C. Photo Story Composite (layout) must be entered before component images can be entered into the VIAP system. Only the composite image (layout) will have a VIRIN in the Document Title field of the IPTC Header. The component images of that story will be entered with the Document Title field matching the file name of that image outlined in Section XII, File Naming.
- D. Questions or requests for individual exceptions to policy should be sent to the Points of Contact for the respective competition or to the competition coordinator listed in paragraph IX.A.1-4, above.
- E. Entrants may only view and/or edit their own entries. If entrants use a surrogate (as defined in Para. B., above) in their chain of command, to provide assistance in registering, uploading, or editing their entries, they must advise the DINFOS Point of Contact (Section IX, above) for the appropriate competition, the surrogate's name, position, and contact information. Editing capability stops at 2359 hours, February 16, 2016.

X. Electronic Image Specifications

- A. Portions of the information contained here have been extracted from the DoD Captioning Style Guide (Oct. 17, 2014) at - <http://www.defenseimagery.mil/index.jsp>
- B. Following are guidelines for inputting caption and entry information into entry files.
 - 1. All caption and entry information for every type of file submission to this competition is to be entered into the IPTC header fields of each file. Caption sheets are not required for any JPEG file submitted. To place the information into the IPTC header, use any of the following methods:
 - a. Use the File Info command of Adobe Photoshop or Meta Data Fields in Adobe Bridge.
 - b. Use the information button of Photo Mechanic.
 - c. Use the FILE INFO command of Nikon View.

Note: Do not include your byline/credit or VIRIN in the caption block. This information must be entered into the applicable IPTC field. *Failure to adhere to this policy will result in disqualification of the entry.*

- 2. Descriptions of the different fields that need to be filled out are listed below. This instruction lists the various sections to be filled out as they appear in File Info in Adobe Photoshop CS5. Special care should be taken to ensure that entrants are inserting requested information into the correct fields, as field names may be different between applications.
 - a. Description
 - i. Document Title: Enter the Vision ID. Note: For Picture Story entries, only the composite image is required to have a Vision ID. Individual components of the layout do not need to have a VIRIN. See Section XIII, Vision ID Creation, for further information.
 - ii. Author: Enter the entrant's Name, Rank and Service (e.g. John A. Smith, TSgt, USAF).
 - iii. Author's Title: Enter the entrant's Home Unit.
 - iv. Description: Enter the caption information as directed in attachments for each competition's captions requirements. Do not include your byline/credit or Vision ID.

- v. Description Writer: Leave this field blank.
 - vi. Keywords: Leave this field blank.
 - vii. Copyright Status: Leave this field blank.
 - viii. Copyright Notice: Leave this field blank.
 - ix. Copyright Info URL: Leave this field blank.
- b. Categories
- i. Category:
 - A. Normally, this field would contain a code for the Service branch of the subjects of the image. For the purposes of this competition, enter the three- character category code found in Attachments 1-3, Category Codes, using upper case letters.
 - B. Entries as part of a Portfolio will have their respective category codes used.
 - ii. Supplemental Categories:
 - A. Enter the entrant's home unit e-mail and phone number.
 - B. Normally this field would contain Classification and Classification Authority information as well. All images submitted to any VIAP competition must be unclassified. **Do not** submit images that contain FOUO, Confidential, Secret or higher classifications. If classified imagery is submitted that entry will be disqualified.

C. IPTC Image

- i. Date Created: Enter the date the entry was created. This date must match the date in the VIRIN. The format is YYYYMMDD.
- ii. Intellectual Genre: Leave this field blank.
- iii. IPTC Scene: Leave this field blank.

D. Origin

- i. City: Enter the base or locale of the shoot.
- ii. State/Province: Enter the state or province of the shoot using AP style guide.
- iii. Country/Territory: Enter the country or area of the shoot using three-letter code. For ocean areas, enter the area, i.e. IOR (Indian Ocean Region). For aerals, use either the country code for the country being flown over, or the ocean area code for the ocean being flown over.
- iv. Credit: Enter the unit the entrant was temporarily assigned to during the shoot (must be on official orders). If not assigned, leave blank.
- v. Source: Enter the media used to create the entry, either Digital, Film, Drawn or Multiple. Do not enter the film type or format.
- vi. Headline: Normally, this field would contain the name of the operation or exercise. For these competitions, this field will contain the Title of the entry as designated by the entrant.
- vii. Instructions: Enter the Name, Rank, Unit, Email address, and Phone number of the releasing authority, such as the field Public Affairs Officer or Installation Commanding Officer.

viii. Transmission Reference: Enter the Major Command of the unit portrayed. Either spell out the command of the unit portrayed (European Command) or use the correct acronym (EUCOM).

ix. Urgency: Leave marked as None.

A. Image Specifications for Digital Originals

1. The final image should be 10 inches or less at the largest dimension at a resolution no higher than 300 ppi as RGB or Grayscale. Do not use CMYK.
2. Save the image as a JPEG, with the highest quality level of .jpg.
3. Follow the instructions in this section for entering entry and caption data.

B. Scanning Specifications

1. Scan images as RGB or Grayscale. Do not use CMYK.
2. The final image size should be 10 inches at the largest dimension at a resolution no higher than 300 ppi. All attempts should be made to scan at 300 ppi, but do not resize the image in Adobe Photoshop in order to obtain this resolution.
3. Save the image as a JPEG with the highest quality level of .jpg.
4. Follow the instructions in this section for entering entry and caption data.

XI. File Naming

A. File Naming for Single File Entries

1. All files entered into competition must be named as follows:
 - a. Enter the VIRIN of the entry (all entries submitted must have a VIRIN assigned). Please ensure that the VIRIN used in the file name matches the VIRIN placed in the IPTC Header (see Section XI, Electronic Image Specifications).
 - b. Next, ensure that the proper extension is placed on the end of the file.

B. File Naming for Multiple File Entries

1. Entries consisting of multiple files, such as web design, must have a JPEG screen shot entered into the VIAP system, and file naming is the same as for single file

entries in accordance with Subsection A above.

2. They will be submitted by placing all files and subfolders into a folder that has the VIRIN of the entry as a name. There is no file name requirement for any other file that is part of the entry. Remember Multiple File entries must be submitted in a compressed file format (either Zip or Stuffit archive), and this step must take place before compressing the files.
- C. The above criteria must be followed or the VIAP web system will not allow uploading of the individuals entries. If problems occur, go back to step one. DINFOS staff will not upload images or change images as in the past. If problems persist after following directions, please contact the overall Competitions Coordinator at 301-677-4364, DSN: 622-4364, or Competitions Coordinator at dma.meade.dinfos.list.competitions-coordinator@mail.mil.

XII. VIRIN Creation

- A. Portions of the information contained here have been extracted from the DoD Captioning Style Guide.
- B. The format of a VIRIN is as follows: YYMMDD-S-AANN-XXX. Following is a description of each of the different VIRIN Fields:
 1. Field 1 (YYMMDD): Date the entry was acquired or originated, in the year, month, and date format.
 2. Field 2 (S): The service affiliation or status of the entrant. The abbreviations are:
 - A = Uniformed member of the Army
 - N = Uniformed member of the Navy
 - F = Uniformed member the Air Force
 - M = Uniformed member of the Marine Corps
 - G = Uniformed member of the Coast Guard
 - Z = To indicate a uniformed member, civilian employee, or contract employee of the National Guard
 3. Field 3 (AANN): Use the entrant's Vision ID. The VISION ID is assigned to each VI Professional and is assigned to new photographers at their entry to DINFOS. To obtain a VISION ID the photographer must register via the VI Professional web site: (<https://vipro.defenseimagery.mil/>). A DoD Common Access Card (CAC) is required for registration.
 4. Field 4 (XXX): Unit number in sequential order for work created on the day specified in Field 1. Numbering should follow the approximate order in which each unit of media was acquired or originated by the entrant on the day specified in Field 1, starting with 001 and continuing consecutively as necessary up to 999. No two entries created on the same day should have the same values in this field.

ATTACHMENT 1: MILGRAPH Rules and Categories

A. Additional Rules pertinent to MILGRAPH include:

1. Each entry must be named in accordance with Section XI, File Naming, and contain the IPTC information outlined in Section X, Electronic Image Specifications. All captions for MILGRAPH will be written according to the guidelines set forth in this attachment.
2. For entries in the Illustration, Fine Art, Digital Art and Animation categories, the entrant must have created one hundred percent of the entry and cannot reproduce another's work.
3. Each entrant can submit no more than 10 entries.
4. All identifying marks are prohibited, to include VIRINs, entrants names, and signatures from view on the graphics image, to include the captions. All entries must be in RGB color space. Failure to adhere to this policy will result in disqualification of the entry.

B. MILGRAPH Captions:

1. Captions should be written as prescribed below:
 - a. A graphic or art piece caption differs from a photo caption in that it is past tense.
 - b. The first sentence of the caption describes the action:
 - i. How: The "How" description should include the medium or method used to create the art.
 - ii. What: The "what" description should include the subject or the focus of the art.
 - iii. When: The "when" description should include the date or the event the work was created for.
 - iv. Where: The "where" description should include the where the art was displayed or featured.
 - v. Why: The "why" description should include the military unit, event or organization the work was created for.
 - vi. Who: The "who" description would normally be the artist name but will be left blank for the purposes of this competition.

c. For the purposes of this competition, do not include a credit line, VIRIN or any other information that might identify the entrant in the caption. Further, do not repeat information gathered elsewhere in the IPTC header information, if used. Failure to adhere to this policy will result in disqualification of the entry.

d. The following is an example of a proper caption for MILGRAPH:

“Graphite illustration developed to feature the number of base personnel, and their respective squadrons, walking on base due to DUI. The work order was requested by the base Command Chief Master Sergeant and was featured bi-weekly in the base newspaper.”

C. MILGRAPH Categories: The following categories are established for the MILGRAPH Competition.

1. **Illustration:** This category includes two-dimensional work created by any free-hand method utilizing dry-based mediums. Artwork accepted in this category includes line art, cartooning, and sketching (including field sketches). The primary mediums used to create artwork in this category are pencil, charcoal, chalk, etc. Ink is considered a dry-based medium unless applied using a wash technique. All entries in the Illustration category must be submitted as JPEG files.
2. **Fine Art:** This category includes two-dimensional work created by any free hand method utilizing wet-based mediums. The primary mediums used to create artwork in this category include watercolor, oil paint, pastels, airbrush, etc. All entries in the Fine Art category must be submitted as JPEG files.
3. **Digital Art:** This category includes original artwork created entirely by digital means. Examples of artwork accepted in this category are digital paintings, vector art, 3D renderings, etc. An entry created and entered as a Fine Art entry cannot be entered in this category. All entries in the Digital Art category must be submitted as JPEG files.
4. **Crests and Logos:** This category includes original artwork that represents a logo or crest that was used in some kind of official military capacity. Examples of this category include unit coin designs, unit crests, team logos, etc. An entry entered in the Digital Art category cannot be entered in this category. All entries in the Crests and Logos category must be submitted as JPEG files.
5. **Web Design:** This category includes computer-generated, self-contained web design with a minimum of five linked HTML documents. Layout, design, flow, and intuitive user interface are important aspects that will be reviewed during judging. The first web page (home page) must be named index.html and must be located in the root folder of the web site. Failure to properly name and locate the home page will disqualify the entry. Entries must be viewable in the current Windows version of Microsoft Internet Explorer with the base font load.

6. **Animation:** This category contains self-playing movies of computer-generated animation. Animation category entries must be submitted in the following format: MP4 with H.264 codec.
7. **Publication:** This category consists of books, handbooks, newsletters, programs, etc., involving multiple-page layouts incorporating text, graphics and photos. Entries must consist of a minimum of four pages. All entries in the publication category must be submitted as Portable Document Files (PDF). When distilling the PDF, down-sample all images to 72 dpi for exporting and viewing at screen resolution. Select the compression ratio for JPEG high quality. Convert CMYK Images to RGB.
8. **Mixed Media:** This category includes products using a combination of dry, wet, digital, tactile, and sculpture. You must use a minimum combination of any two mediums in a product. Your captions must describe the technique and mediums used to complete the work. All Mixed Media category entries must be submitted in one of the following formats: PDF, JPEG or MP4 with H.264 codec.
9. **Layout and Design:** Layout and Design: This category includes a single-page layout created using elements from various sources. All layout and design work must be completed by the entrant, but elements can come from other sources. Entries in this category include flyers, certificates, CD covers, cover art, posters, etc. Entries must be submitted as a JPEG file. An entry created and entered as a Fine Art/Digital Art entry cannot be entered in this category. For example, adding a line or two of text to a Fine Art/Digital Art entry and submitting it as a Layout and Design entry is not permitted.
10. **Military Graphic Artist of the Year (portfolio):** Candidates for the Military Graphic Artist of the Year (portfolio) must submit no less than six and no more than eight entries from at least four of the eight competition categories. No more than three entries can be submitted from any one category. Only one portfolio per entrant is allowed. Entrants of this category must submit a one-page biography and a digital photograph with their portfolio. Both the biography and photo must be cleared by the local public affairs office.
11. **People's Choice:** All graphic art that placed in each category is automatically entered into this category. After the winners have been released and posted on the DINFOS website, we will set up voting for this category.

D. MILGRAPH Category Codes: The following abbreviations should be used to designate the category in which an entry should be entered. Failure to use the correct code could result in an entry being placed into the wrong category.

1. **ILN** – Illustration
2. **FIA** - Fine Art
3. **DIG** - Digital Art
4. **CRL** - Crests and Logos
5. **WEB** - Web Design
6. **ANI** – Animation
7. **PUB** – Publications
8. **MXM** - Mixed Media
9. **LDE** - Layout and Design
10. **MGY** – Military Graphic Artist of the Year
11. **PC** - People’s Choice (all graphic art submissions which placed will compete against each other)

ATTACHMENT 2: MILPHOG Rules and Categories

A. Additional Rules pertinent to MILPHOG include:

1. Each entry must be named in accordance with Section XI, File Naming, and contain the IPTC information outlined in Section X, Electronic Image Specifications. All MILPHOG captions will be written according to the guidelines set forth in this attachment.
2. Color or black and white entries are acceptable in all categories. Further guidance as to size, resolution and file format may be found in Section XI, Electronic Image Specifications.
3. Each entrant can submit no more than 20 entries. Note that each picture story or multimedia story submitted counts as one entry.
4. All VIRINs must be removed from all captions. Failure to adhere to this policy will result in disqualification of the entry.

B. Captions should be written as prescribed below: (Portions of the information contained here have been extracted from the DOD Captioning Style Guide at: <http://www.defenseimagery.mil/index.jsp>)

1. Action. The first sentence of the caption describes the action in the photo, in the present tense, and states when and where the photo was taken. If a person is the subject, include full name, rank, and unit of assignment (do not include hometowns).
 - a. Who. The “who” description should include name, rank, and military unit or organization of identifiable individuals (do not include hometowns).
 - b. What. The “what” description should include the name and nomenclature of any weaponry or equipment; the name and hull designator of any ship; the name and designator of any aircraft or missile; and the unit name and designator of any unit shown. The description should also include any special field gear (such as backpacks, nuclear-biological-chemical protective suits, or utility belts) that people are wearing or carrying. If the subject is a building, facility, fort or site, then include the name and appropriate designator. If unable to obtain information by inquiry, then record the relevant nomenclature plates, logos, signs, flags or other identifiers.
 - c. When. The “when” description should include the date and also approximate time if this is relevant to understanding the content of the entry.
 - d. Where. The “where” description should include the geographic name of the place. If an aerial shot, the “where” should state: “aerial shot of [subject] over [what geographic place or area].” If shot at sea, the “where” should indicate the body of water and some indication of where (such as “on board the USS Kennedy 200 miles NE of Norfolk” or “55°N 100°W”). If an interior shot, the

“where” should indicate what the scene is the interior of (such as “interior of C-17 cockpit” or “room 2C147 of the Pentagon”).

- e. How. The “how” description should include the significance of the actions, subjects, or events depicted unless it is otherwise obvious, i.e. how is the entry important? If the subjects are performing some action or activity, identify it.
 - f. Why. The “why” description should include the purpose of the operation or exercise that the entry documents.
2. Background. The second sentence of the caption gives background on the news event or describes why the entry is significant to the DoD. This usually gives the “big picture.” Whenever possible, try to keep captions to no more than two concise sentences, approximately 100-150 words, while including the relevant information.
 3. For the purposes of this competition, do not include a credit line, VIRIN or any other information that might identify the entrant in the caption. Further, do not repeat information gathered elsewhere in the IPTC header information, if used. Failure to adhere to this policy will result in disqualification of the entry.
 4. The following are examples of proper caption for competition:

MILPHOG: “U.S. Navy Petty Officer 3rd Class Sandra Rodriguez re-pins a weight to a wheel switch on the landing gear of an F/A-18C Hornet aboard the aircraft carrier USS John C. Stennis, which is under way in the Pacific Ocean, May 20, 2011. Rodriguez is an aviation electrician's mate. The John C. Stennis is participating in an exercise off the coast of Southern California.”

C. Image Specifications for Picture Story Entries

1. Each Picture Story submitted will consist of the following:
 - a. A traditional composite picture story layout that does not exceed 12 x 33 inches in size at a resolution of 72 dpi. Do not submit the composite layout in high resolution.
 - i. Strokes and text on photos are strictly prohibited. Failure to adhere to this policy will result in disqualification.

- ii. Only the composite image (layout) will have a VIRIN in the Document Title field of the IPTC Header.
 - b. Each image used in the layout. The individual images will be 10 inches or less at the largest dimension, 300 dpi resolution or less, and JPEG quality of 10 on a Photoshop scale of 0-12.
- 2. Each image will be named using the following criteria. Failure to follow directions and procedures as written will result in your inability to upload:
 - a. Each file name will begin with PS#, where # is the number of the Picture Story (i.e. PS1, PS2, PS3, etc.).
 - b. Next, your VISION ID (format: AANNN). Vision ID's are a requirement by 5040.02.
 - c. A dash.
 - d. For the composite image, place a C. For the individual (component) photographs, place a number identifying the location the image appears in the composite image starting with 1 on the left side, counting images as they proceed down and to the right.
 - e. The .jpg file extension.
 - f. Composite (layout) must be entered before component images can be entered into the VIAP system.
 - g. If you enter individual component images from a picture story into another category, remember those photos must follow the File Naming for a Single File Entry found above.

D. Specifications for Multimedia Stories

- 1. Multimedia Story will meet the following criteria:
 - a. Must not exceed five minutes, including titles before first scene.
 - i. The entrant must contribute at least 55 percent of the footage with the remainder coming from any other, non-copyrighted source, with disclosure of the non-majority. The entrant must have performed all

of the editing. A reporter stand-up may be used for voice-over.

- b. For the purposes of this competition, do not include a credit line, VIRIN or any other information that might identify the entrant in the presentation. Failure to adhere to this policy will result in disqualification of the entry.
- c. The entrant must be hosted on the web for judging MP4 with H.264 codec; outside links are no longer accepted.
- d. Provide a PDF of a signed music release to the VIAP system no later than February 16, 2016. Editing capability stops at 2359 hours, February 16, 2016.

E. MILPHOG Categories: The following categories are established for the MILPHOG Competition.

- 1. Combat Documentation:** This category is separated into two divisions. Each will depict the U.S. military's participation in a Joint or Service exercise, contingency operation or real world event.
 - a. **Operational:** Depicts real-world operations to include combat operations, disaster relief, and any contingency event not related to training, exercise or simulation.
 - b. **Training:** Depicts training, exercise or simulation of contingency support.
- 2. Picture Story:** Series of pictures that reveal a storyline or a single theme. Specifications as to how to submit the Picture Story are found above in Paragraph C of this attachment, and in Section XI, Electronic Image Specifications, of the SOP. All picture stories submitted without all components will be disqualified.
- 3. News:** Scheduled or unscheduled news event.
- 4. Feature:** Storytelling picture not news-related; usually a situation that has strong human interest or a fresh view of a commonplace occurrence.
- 5. Portrait/Personality:** Picture that identifies and captures a subject's character.
- 6. Illustrative Photography:** Photograph produced to illustrate a pre-conceived theme, concept or idea and does not include text or graphics.
- 7. Pictorial:** Photograph that exploits the visual qualities of the subject with primary emphasis on composition and aesthetics.
- 8. Sports:** Photograph of sports participation or of a sports-related activity.
- 9. Multimedia Story:** This category must illustrate the use of multiple (more than one) media in telling a story. All forms of media are allowed - audio, video, still photography, graphics, and/or animation. Specifications as to how to submit the Multimedia Story are

found in Section XI, Electronic Image Specifications. This category is no longer separated into two categories. Entries will be either Operational/Training or Feature. **This Category is not eligible for portfolio entry.**

10. Military Photographer of the Year (portfolio): A portfolio entry may consist of no more than 10 entries, with at least one entry in one of the Combat Documentation categories, one in the Picture Story category, and at least one entry in four of the remaining eight categories and will NOT include multimedia story entries. No more than two picture stories may be included; however, individual photos that are a part of a picture story are eligible. All entries in the portfolio will automatically be distributed to their individual categories and will be judged in those categories and count towards the maximum of 20 entries per entrant limit. Only one portfolio per entrant is allowed. Entrants of this category must submit a one-page biography and a digital photograph of themselves with their portfolio. Both the biography and photo must be cleared by public affairs.

11. People's Choice: All photos that placed in each category are automatic entries for this category with the exception of picture story and multimedia story. After the winners have been released and posted on the DINFOS website, we will set up voting for this category.

F. **MILPHOG Category Codes:** The following abbreviations should be used to designate the category in which an entry should be entered. Failure to use the correct code could result in an entry being placed into the wrong category.

1. **CCO** - Combat Documentation – Operational/Training
2. **PST** - Picture Story
3. **PSC** - Picture Story Component
4. **NEW** - News
5. **FEA** – Feature
6. **POR** - Portrait / Personality
7. **ILL** - Illustrative Photography
8. **PIC** - Pictorial
9. **SPO** - Sports
10. **MMS** - Multimedia Story Operational/Feature
11. **MPY** - Military Photographer of the Year
12. **PC** - People's Choice (all photos that place will compete against each other with the exception of picture story and multimedia)

ATTACHMENT 3: MILVID Rules and Categories

A. Additional rules pertinent to MILVID include:

1. Entrants must register and submit all entries digitally into the VIAP system. All MILVID entries must have a JPEG screen shot entered into the VIAP system. All IPTC fields of that image will be according to Section XI, Electronic Image Specifications. Entrants must FTP an MP4 file in high resolution (named as VIRIN + category code) of the entry. Deployed entrants who do not have enough bandwidth to submit their entries digitally may register and submit entries by mail with a VIAP Entrant Data Form and Motion Media Caption Sheet located at: <https://viap.dinfos.dma.mil/>.
2. Entrants may mail a file-based DVD as a backup. Do not submit anything in the form of an authored DVD, i.e. VOB, VIDEO TS files, etc. If a copy is mailed, send to:

Defense Information School
ATTN: Competitions Coordinator / MILVID 6500
Mapes Road, Ste. 2132
Ft. George G. Meade, Maryland 20755
3. Settings for the MP4 are as follows:
 - a. Codec: H264
 - b. Constant Bitrate (CBR): By selecting this setting, it will avoid any pixilation in the dark areas of your footage, maintaining the integrity of your entry.
 - c. Maximum file size: 400 MB
4. Entries submitted by FTP do not require a leader. Provide one second of black at the beginning and end of the entry. All entries mailed in will require the proper leader. This will lower the risk of any submission mistakes.
5. A video entrant's submissions may be placed on a single file-based DVD. All entries that are mailed in will have the following:
 - a. 10 seconds of slate (name, organization, video title and category)
 - b. 5 seconds black (no countdown)
 - c. Video entry (no credits)
 - d. 5 seconds black (at end)

6. Military Videographer of Year entry formatted as follows:
 - a. 10 seconds of slate (name, organization, project title and category)
 - b. 5 seconds black (no countdown)
 - c. Entry one (no credits)
 - d. 5 seconds black
 - e. 10 seconds slate
 - f. 5 seconds black
 - g. Entry two (no credits)
 - h. 5 seconds black (at end of 2nd clip)
7. Music must be cleared for public release. If the entry contains music, a copy of the music license or invoice **is not** required. **By signing the Entrant Data Form, the entrant is accepting all responsibility for the entry.** The releasing authority's signature will confirm the public release. Entrant should maintain a copy of the music license or invoice for personal records. Use of copyrighted music/audio effects without written permission is prohibited and will result in disqualification.
8. Military Videographer of Year cover stories should be written as prescribed below:
 - a. Action. The first sentence of the caption describes the action in the video, in the present tense, and states when and where the video was shot. If a person is the subject, include full name, rank, and unit of assignment (do not include hometowns).
 - b. Who. The "who" description should include name, rank, and military unit or organization of identifiable individuals (do not include hometowns).
 - c. What. The "what" description should include the name and nomenclature of any weaponry or equipment; the name and hull designator of any ship; the name and designator of any aircraft or missile; and the unit name and designator of any unit shown. The description should also include any special field gear (such as backpacks, nuclear-biological-chemical protective suits, or utility belts) that people are wearing or carrying. If the subject is a building, facility, fort or site, then include the name and appropriate designator. If unable to obtain information by inquiry, then record the relevant nomenclature plates, logos, signs, flags or other identifiers.
 - d. When. The "when" description should include the date and also approximate time if this is relevant to understanding the content of the entry.

- e. Where. The “where” description should include the geographic name of the place. If an aerial shot, the “where” should state: “aerial shot of [subject] over [what geographic place or area].” If shot at sea, the “where” should indicate the body of water and some indication of where (such as “on board the USS Kennedy 200 miles NE of Norfolk” or “55°N 100°W”). If an interior shot, the “where” should indicate what the scene is the interior of (such as “interior of C-17 cockpit” or “room 2C147 of the Pentagon”).
 - f. How. The “how” description should include the significance of the actions, subjects, or events depicted unless it is otherwise obvious, i.e. how is the entry important? If the subjects are performing some action or activity, identify it.
 - g. Why. The “why” description should include the purpose of the operation or exercise that the entry documents.
 - h. Background. The second sentence of the caption gives background on the news event or describes why the entry is significant to the DoD. This usually gives the “big picture.” Whenever possible, try to keep captions to no more than two concise sentences, approximately 100-150 words, while including the relevant information.
 - i. For the purposes of this competition, do not include a credit line or any other information that might identify the entrant. Further, do not repeat information gathered elsewhere in the IPTC header information, if used. Failure to adhere to this policy may result in disqualification of the entry.
 - j. The following is an example of a proper cover story for Military Videographer of the Year:

“Runners from all branches of the Armed Forces competed against each other at the Armed Forces Cross-Country Championship in Indianapolis, Indiana. The championship was held in conjunction with the U.S. Cross-Country Championship the week of February 18-22, 2012.”
9. Entrants may compete in all six categories unless otherwise noted. Except for the Military Videographer of the Year category, the same clip may not be entered in more than one category. No more than 12 entries are allowed per entrant. No more than three entries are allowed per category except in the Military Videographer of Year category where only one entry may be submitted.
 10. All of the entries must have been shot and edited by the entrant. Exceptions can be found in the category descriptions. In general, material may be re-edited to meet Military Videographer of the Year parameters according to the category, e.g. time and sound requirements, music clearances, etc.
 11. No entries may identify the shooter, editor, or reporter in either voice or title format.
 12. Titles and use of fade-in and fade-out of the titles are permitted for all categories.

13. Each entry must be named in accordance with Section XI, File Naming, and contain the IPTC information outlined in Section X, Electronic Image Specifications. All captions or cover stories will be written according to the guidelines set forth in this attachment.
- B. Military Videographer of the Year Categories: The following categories are established for the Military Videographer of the Year Competition.
1. **Combat Documentation (COM):** A story composed of primarily uncontrolled activities, where the videographer controls less than 25% of the submitted footage that depicts the U.S. Military in connection with a joint or Service contingency operation, or real-world, combat-oriented event. Natural sound and interviews with identified **participant** for voice-over may be used. Appropriate non-digital effects, fades, or wipes are allowed. There will be **no** reporter stand-ups, music, or narration. Entry must not exceed 4 minutes.
 2. **Documentary (DOC):** A story composed of primarily uncontrolled activities, where the videographer controls less than 25% of the submitted footage depicting any aspect of the military mission that does not qualify for the Combat Documentation category. Sound, music, and interviews with identified **participant** for voice-over may be used. Appropriate non-digital effects, fades, or wipes are allowed. There will be no reporter stand-ups or narration. Entry must not exceed 4 minutes.
 3. **Field Production (FPR):** A story put together based on a preconceived concept or idea that depicts any aspect of the military mission where a majority of the action being shot is controlled by the videographer. Entries are typically scripted or storyboarded before shooting. Natural sound, music, interviews with identified participant for voice-over, dialogue and narration may be used. Appropriate non-digital effects, fades, or wipes are allowed. There will be no reporter stand-ups. Entry must not exceed 4 minutes.
 4. **Editing (EDI):** The Editing category is designed to recognize the talents and achievements of the entrant in editing a clip depicting any aspect of the military mission. Post-production techniques such as narration, interviews, music, dissolves, wipes, split screens, slow motion, and computer graphic displays are encouraged in this category. Footage used for this clip may or may not be the work of the individual submitting the entry. Up to 100% of the entry may be military-generated archival stock footage. Up to 30 seconds of the clip may be non-military historical or archival stock footage, if critical to the story. At least 75% of the footage must have been edited by the entrant. Natural sound, music, interviews with identified participant for voice-over, and narration may be used. Music videos are allowed. Appropriate non-digital effects, fades, or wipes are allowed. There will be no reporter stand-ups. Entry must not exceed 4 minutes.
 5. **Feature Story (FEA):** A story that depicts any aspect of the military mission where the entrant has contributed at least 50% of the footage with the remainder coming from any other, non-copyrighted source. The entrant must have performed all of the editing. Natural sound, music, interviews with identified participant for voice-over, narration and reporter stand-ups may be used. Appropriate non-digital effects, fades, or wipes are allowed. The reporter cannot be identified by voice, lower third, or identifying

items on person. Entry must not exceed 5 minutes.

6. **Military Videographer of the Year (MVOY):** The winner of this category is recognized as the Military Videographer of the Year. The specifications for entries in this category are as follows:

- a. The MVOY entry is composed of two entries:
 - i. One entry from either the Combat Documentation or Documentary categories.
 - ii. One entry from the Field Production category.
- b. All individual category rules apply.
- c. Only one entry per entrant is allowed.
- d. Entrants of this category must submit a one-page biography and a digital photograph with their portfolio to: dma.meade.dinfos.list.competitions-coordinator@mail.mil. Both the biography and photo must be cleared by the local public affairs office.
- e. Judges are briefed on the descriptions of the categories. Failure to properly categorize your video may result in the judges disqualifying the piece.

7. **People's Choice:** All videos that place in each category are automatic entries for this category. After the winners have been released and posted on the DINFOS website, we will set up voting for this category.

C. **MILVID Category Codes:** The following is a summary of abbreviations that should be used to designate the category in which an entry is entered. Failure to use the correct code could result in an entry being placed into the wrong category.

1. **COM** - Combat Documentation
2. **DOC** – Documentary
3. **FPR** - Field Production
4. **EDI** – Editing
5. **FEA** - Feature Story
6. **MVY** - Military Videographer of the Year
7. **PC** - People's Choice (all videos which placed will compete against each other)