



## **DEPARTMENT OF DEFENSE (DoD)**

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Visual Information Awards Program 2009

Military Graphic Artist of the Year (MILGRAPH)

**STANDARD OPERATING PROCEDURE**

**DEPARTMENT OF DEFENSE  
VISUAL INFORMATION AWARDS PROGRAM  
STANDARD OPERATING PROCEDURE  
CONTEST YEAR 2009**

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## **I Background**

- A The Visual Information Awards Program (VIAP) is designed to recognize, reward and promote excellence among 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, rating, 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 Commandant, Defense Information School, 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, 2009 and December 31, 2009, and not have been previously judged in a VIAP competition. All entry packages must be postmarked no later than **February 15, 2010** (see Section XI, Packaging/Shipping Entries, page 6). All those postmarked after February 15, 2010 will not be accepted.

#### IV Rules

A All entrants must meet the eligibility requirements of Section II, Eligibility (page 2).

B All entries must:

- 1 **Have been produced for military purposes as part of the entrant's official visual information duties AND;**
- 2 **Must conform to the ethical policies outlined in DoD Directive 5040.5 AND; (although not addressed in 5040.5, strokes and text on photos are strictly prohibited)**  
<http://www.dtic.mil/whs/directives/corres/pdf/504005p.pdf>

i.e. Anything that weakens or casts doubt on the credibility of official DoD imagery in or outside the Department of Defense shall not be tolerated.

The alteration of official DoD imagery by persons acting for or on behalf of the Department of Defense is prohibited, except as follows:

Photographic techniques common to traditional darkrooms and digital imaging stations such as dodging, burning, color balancing, spotting, and contrast adjustment that are used to achieve the accurate recording of an event or object are not considered alterations.

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 & evaluation; scientific; and training requirements are authorized if they do not misrepresent the subject of the original image.

In other words "...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 Judges and exhibition committee reserve the right to see the original raw image files, raw tape, negatives and/or slides. In cases of doubt, the photographer can be pulled out of competition"

- 3 Must be approved for public release: Clearance for public release (DoDI 5040.7) The determination 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. **(Syracuse and DINFOS faculty/staff/students contact 301.677.4268) AND:**
  - 4 **Must meet the requirements specified in Section III, Contest Dates (page 2).**
  - 5 Entries received that in the opinion of SME and/or contest officials do not meet these criteria will be disqualified.
- C Each entry is limited to the work of one entrant who must have performed a majority of the work required to complete the entry.
- D An entrant may compete in one or more competition. However, an individual image may be entered in only one competition (with the exception of entries submitted as part of a portfolio). For example, an image entered in the Illustrative Photography category in the MILPHOG competition cannot be simultaneously entered into the Illustration category of the MILGRAPH competition. Also, a single entry can only be entered into one category within a competition with the exception of picture story where the component images may be entered into other categories. For example, an image entered in the Fine Art category of the MILGRAPH competition cannot be entered into the Digital Art category within that same MILGRAPH competition.
- E Work completed as part of a professional business enterprise cannot be submitted.
- F Entries must conform to all applicable DoD components, Copyright Law infringement, <http://www.copyright.gov/>, HIPAA Privacy Rule, <http://www.hhs.gov/ocr/privacysummary.pdf> and U.S. Coast Guard guidelines as well as all rules of this program and the individual competition submitted to, and must meet all category eligibility requirements. This includes caption, VIRIN and image specifications as set forth in DoDD 5040.2
- G All mailed entries must be accompanied by a signed statement certifying the work as that of the entrant (see attachment 1).
- H Additional rules pertaining to each competition are outlined in the applicable section of this document.

## **V Judging**

- A Photographic professionals from local and national organizations will conduct judging.
- B Judging will take place at the Defense Information School (DINFOS) during the week of March 8-12 2010. Exact judging dates and times will be posted on the DINFOS Web page at <http://www.dinfos.dma.mil> after 1 February 2010. 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

## **VI Awards**

- A The Military Photographer of the Year will receive awards appropriate to their professional specialty. First-place winners in each category of the competition will receive plaques and certificates; second, third-place and honorable mention recipients in each category of the competition 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. Where 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**

- A Following the judging, the Defense Information School will:
  - 1 Distribute a list of the winners.
  - 2 Provide plaques, certificates, and awards.
  - 3 Forward letters, plaques, and certificates to the command organization of each winner.
  - 4 Prepare and distribute a news release.

## **VIII DoD Awards Presentation Ceremony**

- A In coordination with the DoD components and the U.S. Coast Guard, the Defense Information School will invite the Military Photographer of the Year and the first-place winners of all categories to receive their awards at a formal ceremony.
- B Travel funding to attend the Department of Defense Communicators of the Year Awards Ceremony will be provided by the Defense Information School for the Military Photographer of the Year.
- C Awards and letters for all other winners will be sent via their command organization.

## **IX Points of Contact**

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

Competitions Coordinator – [competitionscoordinator@dinfos.dma.mil](mailto:competitionscoordinator@dinfos.dma.mil)

Assistant Competitions Coordinator – [acompetitionscoordinator@dinfos.dma.mil](mailto:acompetitionscoordinator@dinfos.dma.mil)

MILGRAPH Coordinator - [milgraph@dinfos.dma.mil](mailto:milgraph@dinfos.dma.mil)

## **X MILGRAPH Rules and Categories**

- A Additional Rules pertinent to MILGRAPH
  - 1 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.
  - 2 There is no maximum number of pages, slides or time length to any entry, but entrants should understand that large entries might not be viewed in their entirety by the judges.
  - 3 Each entrant may submit no more than 10 entries.
  - 4 Each mailed entry must contain a Graphic Arts Caption Sheet (Attachment 2).
  - 5 All digital entries, with the exception of Web Design, must be named in accordance with Section XIV, File Naming (page 13).

- 6 Digital entries may be submitted on CD or DVD. Multiple entries may be submitted on one disk, but care should be taken to ensure that the competition staff can distinguish between entries.
- 7 Entries submitted in the Illustration, Fine Art, Digital Art, and Layout and Design categories must be submitted as JPEG files in accordance with the procedures specified in Section XV, Electronic Image Specifications (page13). Illustration and Fine Art entries that have been edited using digital means will be disqualified.

**B MILGRAPH Categories:** The following ten categories are established for the MILGRAPH Competition.

- 1 **Illustration:** 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.
- 2 **Fine Art:** Two-dimensional work created by any free hand method utilizing wet-based mediums. The primary mediums used to create artwork in this category are watercolor, oil paint, pastels, airbrush, etc.
- 3 **Digital Art:** Original artwork created entirely by digital means. Examples of artwork accepted in this category include shields, crests, paintings, etc. An entry created and entered as a Fine Art entry cannot be entered in this category.
- 4 **Web Design:** Computer-generated, self-contained web design with a minimum of five linked HTML documents. Layout, design, and flow 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.

- 5 **Animation:** This category contains self-playing movies of computer-generated animation. Animation category entries must be submitted in one of the following formats: MPEG, AVI, QuickTime, Shockwave or Flash.
- 6 **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 PDF files. When distilling the Portable Document File (PDF), down sample all images to 72dpi for exporting and viewing at screen resolution. Select the compression ratio for JPEG high quality. Convert CMYK Images to RGB.

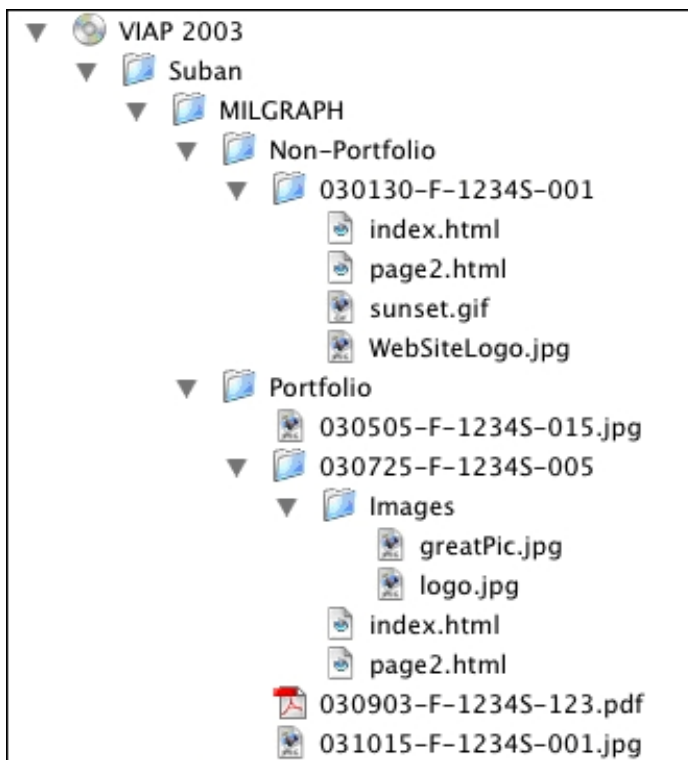
- 7 **Multimedia:** An interactive product using elements of multiple mediums. All Multimedia category entries must be submitted in one of the following formats: Flash, Shockwave, PowerPoint, or PDF
- 8 **Layout and Design:** A single page layout created using elements from various sources. All layout 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 entry cannot be entered in this category. For example, adding a line or two of text to a Fine Art entry and submitting it as a Layout and Design entry is not permitted.
- 9 **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 public affairs. Find approved example at:  
<http://www.dinfos.dma.mil/events/viap/example.pdf>
- 10 **Military Graphic Art of the Year:** A Military Graphic Art of the Year selection will be made from the MILGRAPH of the Year winner's portfolio and will be marketed to publications external to DoD.

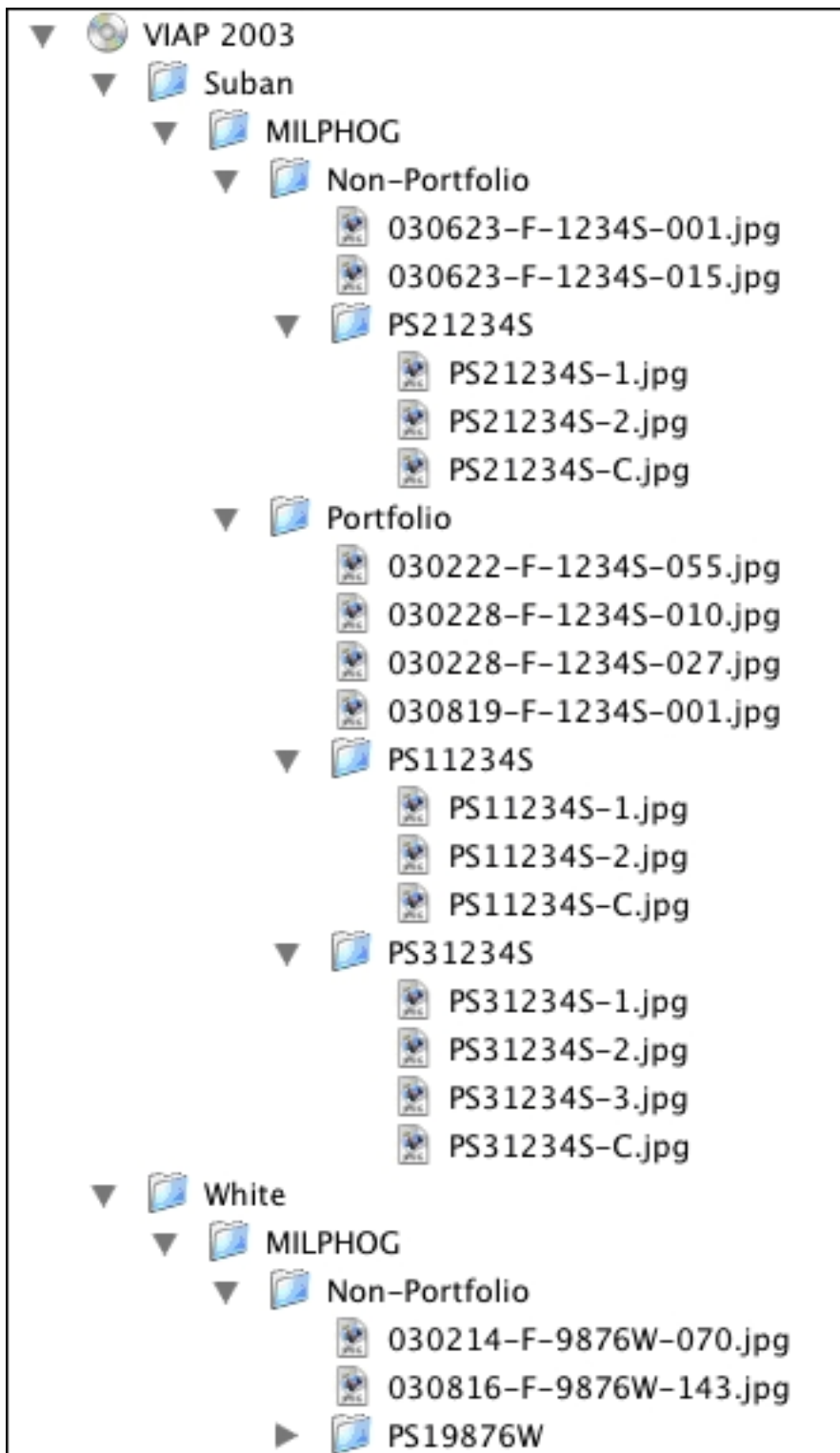
## **XI Packaging / Shipping Entries**

- A If mailing entries each entrant must submit a legible Entrant Data Form (Attachment 1) even if the entrant registered for the competition online. Only one Entrant Data Form is required for each entrant. Entry packages must be postmarked no later than **February 15, 2010** and must be mailed prepaid. Indicate on the outside of the package the submission is for MILGRAPH. Multiple entries may be shipped together as long as the material for each entrant is clearly separated. **DO NOT** include more than one competition on the CD/DVD.
  - 1 Digital entries should be saved onto a CD or DVD. The format of the CD-ROM must be ISO9660 compliant. In order to eliminate confusion, please submit only one entrant per disk. *Note: Media will not be returned.*

The organization of the disk should be as follows:

- a A folder for the entrant submitting entries to a competition named the entrant's last name.
- b A folder named Portfolio, consisting of all entries to be judged in the Portfolio category of the applicable competition. Entries entered as part of a Portfolio will automatically be distributed to their individual categories. DO NOT submit an entry into both the Portfolio and Non-Portfolio folders.
- c A folder named Non-Portfolio, consisting of all entries that are not part of the entrant's portfolio.
- d Following is an example of what the directory structure of the disk should look like:





- B Entrants also have the opportunity to register for and submit entries to the competitions via the VIAP Web site. Instructions for registering for the competitions and submitting entries are included in Section XII, Submitting Entries via the VIAP Web site (page 10). All entries submitted in this manner must be submitted no later than **2359hrs, February 15, 2010**.
- C Complete mailing address to include 9-digit code and homeport / unit location is essential. **Avoid nicknames and unit / activity acronyms that require interpretation.** Locally reproduced forms are acceptable, as are word-processed equivalents. If PCS transfer is anticipated before May of the judging year, please include new address.
- D Entries mailed from APO's or FPO's, if using a franked government label, must be stamped 4TH CLASS MOM in order to be shipped by air to CONUS.
- E Entrants will be notified via e-mail that their entry has been received and processed.
- F No entries or media will be returned.
- G Mail packages to:  
Defense Information School  
ATTN: Competitions Coordinator / (*Competition Name*)  
6500 Mapes Road  
Ft. George G. Meade, Maryland 20755-5620

## **XII Submitting Entries via VIAP Web Site**

- A Entrants may register for and submit entries via the VIAP Web site for any of the VIAP competitions. Entrants must begin by filling out a registration form at <http://www.dinfos.dma.mil/events/viap/index.asp>. Once registered, entrants will be issued a username and password that can be used to access the entry system to submit entries, review and modify information about entries, and modify registration information. Entrants from previous years need not re-register. A password reminder is located at above web address. Update any information after receiving a new password.
- B Multiple file entries, such as those submitted to the Web Design or Multimedia 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 XVI, File Naming, Subsection B, File Naming for Multiple File Entries (page 13); 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.

- C Entrants using the system may only view and/or edit their own entries. **Editing capability stops at 2359, February 15, 2010.**

### **XIII Electronic Image Specifications**

- A Portions of the information contained here have been extracted from the DoD Imagery and Caption Style Guide.

<http://dodimagery.afis.osd.mil/learning/captionstyle.html>

- B Inputting Caption and Entry Information into JPEG files

- 1 All caption and entry information for JPEG file submissions to any of the VIAP competitions are 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:

Use the FILE INFO command of Adobe Photoshop

Use the captioning capabilities of SCC MediaGrid

Use the FILE INFO command of Nikon View 6

Use the information button of Photo Mechanic

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

- 2 It is recommended that each entrant first get all images scanned, acquired, adjusted and saved before entering caption and entry information as this process will be much easier to do as a group, one right after another.

- 3 The following provides a cross reference for the field names in four commonly used captioning software programs. Captioning for video, which provides instructions on what to include in each field, use the MediaGrid field names as subchapter titles. If you have no captioning software, include this information in a Word file. If you would like to utilize MediaGrid contact:

#### **DIMOC CUSTOMER SERVICE**

E-Mail: [ASKDIMOC@hq.afis.osd.mil](mailto:ASKDIMOC@hq.afis.osd.mil)

Toll Free: 1-888-PH-DIMOC (743-4662)

Commercial: 570-895-9872

DSN: 795-9872

Website: [www.DefenseImagery.mil](http://www.DefenseImagery.mil)

4 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 Adobe Photoshop 7.0. Following the descriptions is a chart that can be used to cross reference field names used in this instruction and other applications, including previous releases of Adobe Photoshop. 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 General Page

Field: Title

- Enter the Visual Information Record Identification Number (VIRIN). NOTE: For Picture Story entries, only the composite image is required to have a VIRIN. Individual components of the layout do not need to have a VIRIN. See Section XVII, VIRIN Creation for further information.

Field: Author

- Enter the entrant's Name, Rank and Service (e.g. John A. Smith, TSgt, USAF).

Field: Author's Position

- The entrant's Home Unit

Field: Caption

- Enter the caption information as directed in Section XIII, Captions and Cover Stories. **Do not include your byline/credit.**

Field: Caption Writer 10

Leave this field blank.

Field: Job Name

- Leave this field blank.

Field: Copyright Status

- Leave this field blank.

Field: Copyright Notice

- Leave this field blank.

Field: Owner URL

- Leave this field blank.

b Keywords Page

Field: Keywords

- Single word entries. Please leave this blank under normal circumstances. However, when images show multi-Service subjects, please note the Services shown as individual keywords.

c Categories Page

Field: Category

- 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 Section XIX, Category Codes, using upper case letters.
- Entries as part of a Portfolio will have their respective category codes used.

Field: Supplemental Categories

- Entrant's Home Unit E-mail and Phone Number.
- 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.

d Origin Page

Field: Date Created

- The date the entry was created. This date must match the date in the VIRIN. The format is YYYYMMDD.

Field: City

- The base or locale of the shoot.

Field: State/Province

- The state or province of the shoot. Use two-letter codes.

Field: Country

- The country or area of the shoot. Use 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.

Field: Credit

- The unit the entrant was temporarily assigned to during the shoot (must be on official orders).
- If not assigned, leave blank.

Field: Source

- The media used to create the entry, either Digital, Film, Drawn or Multiple are entered here (do not enter the film type or format).

Field: **Headline**

- Normally, this field would contain the name of the operation or exercise. For the purposes of this competition, this field will contain the Title of the entry as designated by the entrant.

Field: **Instructions**

- Enter the Name and Rank of the releasing authority (field Public Affairs Officer or Installation Commanding Officer).

Field: **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).

Field: **Urgency**

Leave marked as None

<b>SCC MediaGrid™</b>	<b>Photoshop™</b>	<b>Photo Mechanic™</b>	<b>Nikon View™</b>
VIRIN	CS2 -IPTC Status/Title CS1 -Document Title PS7 -Title PS6 -Object Name	VIRIN	Title
Service Shown	CS2 -Categories/Category CS1 -Cat PS7 -Category PS6 -Category	Service Shown	Category
Supplemental Category	CS2 - Categories/Supplemental Categories CS1 -Supplemental Categories PS7 -Supplemental Categories PS6 -Supplemental Categories	E-mail/Phone	Supplemental Categories
Keywords	CS2 -IPTC Content/Keywords	Keywords	Keywords

<b>SCC MediaGrid™</b>	<b>Photoshop™</b>	<b>Photo Mechanic™</b>	<b>Nikon View™</b>
	<b>CS1</b> -Keywords <b>PS7</b> -Keyword <b>PS6</b> -Keywords		
Public Release Instructions	<b>CS2</b> -IPTC Status/Instructions <b>CS1</b> -Instructions <b>PS7</b> -Instructions <b>PS6</b> -Special Instructions	Public Release Instructions	Instructions
Date Shot	<b>CS2</b> -IPTC Image/Date Created <b>CS1</b> -Date Created <b>PS7</b> -Date Created <b>PS6</b> -Date Created	<i>Not Used</i>	Date Created
PH Rank & Name	<b>CS2</b> -IPTC Contact/Creator <b>CS1</b> -Author <b>PS7</b> -Author <b>PS6</b> -Byline	PH Rank/Name	Author
PH Home Unit	<b>CS2</b> -IPTC Contact/Creators Job Title <b>CS1</b> - <i>Not Used</i> <b>PS7</b> -Author's Position <b>PS6</b> -Byline Title	PH Home Unit	Author's Position
Base/Locale	<b>CS2</b> -IPTC Image/City <b>CS1</b> -City <b>PS7</b> -City <b>PS6</b> -City	Base/Locale	City
State/Prov.	<b>CS2</b> -IPTC Image/State/Province <b>CS1</b> -State/Province <b>PS7</b> -State/Province	State/Prov	State/Province

<b>SCC MediaGrid™</b>	<b>Photoshop™</b>	<b>Photo Mechanic™</b>	<b>Nikon View™</b>
	<b>PS6</b> -Province-State		
Country/Area	<b>CS2</b> -IPTC Image/Country <b>CS1</b> -Country <b>PS7</b> -Country <b>PS6</b> -Country Name	Country/Area	Country
Operation/Exercise Name	<b>CS2</b> -IPTC Content/Headline <b>CS1</b> -Headline <b>PS7</b> -Headline <b>PS6</b> -Headline	Operation/Exercise Name	Headline
PH TDY Unit	<b>CS2</b> -IPTC Status/Provider <b>CS1</b> -Credit <b>PS7</b> -Credit <b>PS6</b> -Credit	PH TDY	Credit
Image Source	<b>CS2</b> -IPTC Status/Source <b>CS1</b> -Source <b>PS7</b> -Source <b>PS6</b> -Source	Image Source	Source
Caption	<b>CS2</b> -IPTC Content/Description <b>CS1</b> -Description <b>PS7</b> -Caption <b>PS6</b> -Caption	Caption	Caption
Caption Editor	<b>CS2</b> -IPTC Content/Description Writer <b>CS1</b> -Description Writer <b>PS7</b> -Caption Writer <b>PS6</b> -Caption Writer	Caption Editor	Caption Writer

SCC MediaGrid™	Photoshop™	Photo Mechanic™	Nikon View™
Command Shown	<b>CS2</b> -IPTC Status/Job Identifier <b>CS1</b> -Transmission Reference <b>PS7</b> -Transmission Reference <b>PS6</b> -Original Transmission Reference	Command Shown	Transmission Reference

### C Scanning Specifications for Negative or Transparency Film

- 1 A sample image is posted on the DINFOS Web site at <http://www.dinfos.dma.mil/events/viap/milphog/entryinfo/sample.jpg>

Download this image and adjust your monitor so that this image renders accurate color, contrast and density. This image will be used as a guide to adjust the digital projection system used during the competition.

- 2 Scan images as RGB or Grayscale. Do not use CMYK.
- 3 The final image size should be 10 inches at the largest dimension at a resolution no higher than 300PPI. (All attempts should be made to scan at 300PPI, but do not resize the image in Adobe Photoshop in order to obtain this resolution).
- 4 Save the image as a JPEG with a quality level of 10 (quality level of 8 if the scale is 0 to 10).
- 5 Follow the instructions in this section for entering entry and caption data.

### D Image Specifications for Digital Camera Originals

- 1 A sample image is posted on the DINFOS Web site at [www.events.dinfos.dma.mil/viap/milphog/entryinfo/sample.jpg](http://www.events.dinfos.dma.mil/viap/milphog/entryinfo/sample.jpg)  
Download this image and adjust your monitor so that this image renders accurate color, contrast and density. This image will be used as a guide to adjust the digital projection system used during the competition.

- 2 The final image should be 10 inches or less at the largest dimension at a resolution no higher than 300ppi.
- 3 Save the image as a JPEG with a quality level of 10 (quality level of 8 if the scale is 0 to 10).
- 4 Follow the instructions in this section for entering entry and caption data.

#### E Image Specifications for Picture Story Entries

- 1 Each Picture Story submitted will consist of the following:

A traditional composite picture story layout that does not exceed 12 x 33 inches in size at a resolution of 72PPI. Do not submit the composite layout in high resolution.

Each image used in the layout. The individual images will be submitted in the sizes specified in the Scanning Specifications for Negative or Transparency Film and Image Specifications for Digital Camera Originals sections of this Section.

- 2 Name each file that is part of the Picture Story entry in accordance with the instructions outlined in Section XVI, File Naming.
- 3 Every file that is part of the Picture Story will have all of the IPTC information, including a caption, filled out according to Subsection B above. The same caption and title can be used for each image.

### **XIV File Naming**

#### A File Naming for Single File Entries

- 1 All files entered into competition (with the exception of entries into the Picture Story category of MILPHOG, which are explained below) must be named as follows:
  - 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 (if used) (see Section XIII, Electronic Image Specifications [page 9]).
  - Next, ensure that the proper extension is placed on the end of the file.

#### B File Naming for Picture Stories

- 1 Each image will be named using the following criteria:

- Each file name will begin with PS#, where # is the number of the Picture Story (i.e. PS1, PS2, PS3, etc.).
  - Next, the last 4 digits of the entrant's SSN, followed by the first character of the entrant's last name.
  - A dash
  - For the composite image, place a C. For the individual 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.
  - The .jpg file extension.
- 2 The composite image and the individual images will be placed into a folder named PS1NNNNA, where NNNN is the last four digits of the entrant's SSN and A is the first character in the entrant's last name. The components of each subsequent Picture Story submitted will be saved in folders named PS2NNNNA, PS3NNNNA, etc.
  - 3 Here is an example of how each Picture Story entry should appear:  
 PS16789W (Folder Name)  
 PS16789W-C.jpg (Composite Image)  
 PS16789W-1.jpg (Components of the Composite Image)  
 PS16789W-2.jpg  
 PS16789W-3.jpg

#### C File Naming for Multiple File Entries

- 1 Entries consisting of multiple files, such as web design or multimedia entries will be submitted by placing all files and subfolders into a folder that has the VIRIN of the entry as a name. The file that should be opened by the judges (with the exception of Web Design entries) will be named in accordance with Subsection A above. There is no file name requirement for any other file that is part of the entry.

### **XV VIRIN Creation**

- A Portions of the information contained here has been extracted from the DoD Imagery and Caption Style Guide.
- B The format of a VIRIN is as follows: YYMMDD-S-NNNNA-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 or civilian employee of the Army

N = Uniformed member or civilian employee of the Navy  
F = Uniformed member or civilian employee of the Air Force  
M = Uniformed member or civilian employee of the Marine Corps  
G = Uniformed member or civilian employee of the Coast Guard

- 3 Field 3 (NNNNA): Last four digits of the entrant's SSN and the first initial of the entrant's last name.
- 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.

## **XVI Captions**

A Portions of the information contained in this attachment has been extracted from the DoD Imagery and Caption Style Guide.

B Captions should be written as prescribed below:

- 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).
  - Who. The "who" description should include name, rank, and military unit or organization of identifiable individuals (do not include hometowns).
  - 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.

- When. The “when” description should include the date and also approximate time if this is relevant to understanding the content of the entry.
  - 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-141 cockpit” or “room 2C147 of the Pentagon”).
  - 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.
  - 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 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.**

The following are examples of proper caption for competition:

**MILGRAPH:** Graphite illustration developed to feature the amount 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.

## **XVII Category Codes**

- A 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.

### **MILGRAPH**

- 1 ANI - Animation
- 2 DIG - Digital Art
- 3 FIA - Fine Art
- 4 ILN - Illustration
- 5 LDE - Layout and Design
- 6 MUL - Multimedia
- 7 PUB - Publications
- 8 WEB - Web Design

**VISUAL INFORMATION AWARDS PROGRAM**  
**ENTRANT DATA FORM**  
**Contest Year 2009**

Competition(s) Entered: MILPHOG  MILVID  MILGRAPH

Name: \_\_\_\_\_ Rank/Grade: \_\_\_\_\_

Last 4 Digits of SSN: \_\_\_\_\_

Branch of Service: USA  USN  USMC  USAF  USCG

DOD Status: Active Duty  National Guard  Reserve

MOS/NEC/AFSC: \_\_\_\_\_

**USN and Coast Guard Only:** Rate: MC  PA  Other

Organization \*: \_\_\_\_\_

Address 1: \_\_\_\_\_

Address 2: \_\_\_\_\_

City / APO / FPO: \_\_\_\_\_ State: \_\_\_\_\_ Zip-Code: \_\_\_\_\_

Phone Number: DSN: \_\_\_\_\_ Commercial: \_\_\_\_\_

E-mail address \*\*: \_\_\_\_\_

**Releasing Authority:**

Name: \_\_\_\_\_ Rank/Grade: \_\_\_\_\_

Phone Number: DSN: \_\_\_\_\_ Commercial: \_\_\_\_\_

E-mail address \*\*: \_\_\_\_\_

I certify that all materials submitted with this entry form are the sole work of the applicant and are unclassified and releasable through the Department of Defense for public exhibition. Entries were accomplished between 1 January and 31 December 2007. I further certify that all entries submitted meet the criteria established in DoD Directive 5040.5, Alteration of Official DoD Imagery. If I was in a Reserve or National Guard component, I occupied a validated position and all imagery submitted was accomplished while assigned to an active duty unit, or during annual training.

\_\_\_\_\_  
Signature of Applicant (**MUST BE SIGNED**)

\*If PCS is anticipated prior to competition judging, please include new unit address.

\*\* Any e-mail address where we can contact you.

**VISUAL INFORMATION AWARDS PROGRAM  
GRAPHIC ARTS CAPTION SHEET**

Name of Entrant: \_\_\_\_\_

- Category:
- |  |                                       |
|--|---------------------------------------|
| <input type="checkbox"/> Animation         | <input type="checkbox"/> Multimedia   |
| <input type="checkbox"/> Digital Art       | <input type="checkbox"/> Publications |
| <input type="checkbox"/> Fine Art          | <input type="checkbox"/> Web Design   |
| <input type="checkbox"/> Illustration      |                                       |
| <input type="checkbox"/> Layout and Design |                                       |

Is this entry part of the Entrants Portfolio?  Yes  No

Title: \_\_\_\_\_

VIRIN: \_\_\_\_\_

Is any content in the entry classified (if Yes, the entry cannot be submitted)?  Yes  No

Does the entry contain copy written material (e.g. music, clips, etc.)?  Yes  No (if Yes, attach written authorization to this sheet)

Caption: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_