



DEPARTMENT OF DEFENSE (DoD)

Visual Information Awards Program 2011

Military Graphic Artist of the Year (MILGRAPH)

STANDARD OPERATING PROCEDURE

**DEPARTMENT OF DEFENSE
VISUAL INFORMATION AWARDS PROGRAM
STANDARD OPERATING PROCEDURE
CONTEST YEAR 2010**

Table of Contents

I. Background	2
II. Eligibility	2
III. Contest Dates	2
IV. Rules	2
V. Judging	5
VI. Awards	5
VII. After-Action	5
VIII. DoD Awards Presentation Ceremony	6
IX. Points of Contact	6
X. MILPHOG Rules and Categories	6
XI. Submitting Entries via VIAP Web Site	8
XII. Electronic Image Specifications	9
XIII. File Naming	15
XIV. VIRIN Creation	16
XV. Captions	17
XVI. Category Codes	18
Attachment A (Entrant Data Form)	

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, 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, 2011 and December 31, 2011, and not have been previously judged in a VIAP competition. All entrees must be in the VIAP system no later than **February 17, 2012. Editing capability stops at 2359, February 17, 2012.**

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 a student prior to earning MOS, rating, or AFSC.**

2. **Must conform to the ethical policies outlined in DoD Instruction 5040.02**
(<http://www.dtic.mil/whs/directives/corres/pdf/504002p.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.

- a. The alteration of official DoD imagery by persons acting for or on behalf of the Department of Defense is prohibited, except as follows:
 - i. 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.
 - 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 & evaluation; scientific; and training requirements are authorized if they do not misrepresent the subject of the original image.
- b. 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 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 pulled out of competition"

3. **Must be approved for public release:** Clearance for public release (DoDI 5230.29) 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 301.677.3212 for more information)

4. Must meet the requirements specified in Section III, Contest Dates.
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, graphic, art piece or video 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, 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.

- 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/privacy/hipaa/understanding/summary/>), 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 DoDI 5040.02.
- G. Additional rules pertaining to each competition are outlined in the applicable section of this document.

V. Judging

- A. Graphic Arts 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 12-16, 2012. MILGRAPH will be judged on Monday, 12 March 2012. Exact judging times will be posted on the DINFOS Web page at <http://www.dinfos.dma.mil> after 1 February 2012. 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 Military Graphic Artist 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 on <http://www.dinfos.dma.mil>. All entries remain the property of the Department of Defense.

VII. After Action. Following the judging, the Defense Information School will:

- A. Distribute a list of the winners.
- B. Provide plaques, certificates, and awards.
- C. Forward plaques and certificates to the command organization of each winner.
- D. 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 Graphic Artist of the Year and the first-place winners of all categories to receive their awards at a formal ceremony. The ceremony will be held on Friday, 4 May 2012.
- B. Travel funding to attend the Department of Defense Communicators of

Excellence Awards Ceremony will be provided by the Defense Information School for the Military Graphic Artist of the Year.

C. Awards 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:

1. Competitions Coordinator – competitionscoordinator@dinfos.dma.mil
2. MILGRAPH Coordinator - milgraph@dinfos.dma.mil

X. MILGRAPH Rules and Categories

A. Additional Rules pertinent to MILGRAPH

1. Each entry must be named in accordance with Section XIII, File Naming, and contain the IPTC information outlined in Section XII, Electronic Image Specifications. All captions will be written according to the guidelines set forth in Section XV, Captions.
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 VIRINs must be removed from all captions, entrants name must be removed from view on the graphics and all entries must be in RGB color space. ***Failure to adhere to this policy will result in disqualification of the entry.***

B. **MILGRAPH Categories:** The following nine 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. All entries in the Illustration category must be submitted as JPEG files.

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. All entries in the Fine Art category must be submitted as JPEG files.
3. Digital Art: 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: Original artwork that represents a logo or crests that was utilized in some kind of official military capacity. Examples of this category are 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 a JPEG files.
5. Web Design: 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 one of the following formats: MPEG, AVI, QuickTime, Flash (FLV), and Shockwave (SWF)
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 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.
8. Mixed Media: A product using a combination of dry, wet, digital, tactile, and sculpture. You must use a minimum combination of any 2 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: JPEG, Flash (FLV), Shockwave (SWF), PowerPoint, or PDF.

9. **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.
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 public affairs. Find approved example at: <http://www.dinfos.dma.mil/events/viap/example.pdf>.

A Military Graphic Artist of the Year selection will be made from the MILGRAPH of the Year winner's portfolio and will be marketed to publications external to the DoD.

XI. 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 allows the entrant 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/>. 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. DINFOS will entertain individual exceptions to policy. Please contact Mr. Rob Hood at (301) 677-3212 or DSN: 622-3212 and Rob.Hood@dinfos.dma.mil.
- B. All entries must have a JPEG screen shot entered into the VIAP system. All IPTC fields of that image will be according to Section XII, Electronic Image Specifications.
- C. 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 XVI, 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.

D. Entrants may only view and/or edit their own entries. *Editing capability stops at 2359, February 17, 2012.*

XII. 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 **all** files

1. All caption and entry information for **every type of 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:

- a. Use the FILE INFO command of Adobe Photoshop or Meta Data Fields in Adobe Bridge.
- b. Use the captioning capabilities of SCC MediaGrid
- c. Use the information button of Photo Mechanic
- d. 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 may result in disqualification of the entry.*

2. If you would like to utilize MediaGrid contact:

DIMOC CUSTOMER SERVICE

E-Mail: ASKDIMOC@dma.mil

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

Commercial: 570-895-9872

DSN: 795-9872

Website: <http://www.defenseimagery.mil/index.html>

3. 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. 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. Description

- i. Document Title :
 - A. 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 XIV, VIRIN Creation for further information.
- ii. Author:
 - A. Enter the entrant's Name, Rank and Service (e.g. John A. Smith, TSgt, USAF).
- iii. Author's Title:
 - A. The entrant's Home Unit
- iv. Description:
 - A. Enter the caption information as directed in Section XV, Captions. Do not include your byline/credit or VIRIN.
- v. Description Writer:
 - A. Leave this field blank.
- vi. Keywords:
 - A. 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.
- vii. Copyright Status:
 - A. Leave this field blank.
- viii. Copyright Notice:
 - A. Leave this field blank.
- ix. Copyright Info URL:
 - A. 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 Section XVI, Category Codes, using upper case letters.

- B. Entries as part of a Portfolio will have their respective category codes used.
 - ii. Supplemental Categories
 - A. 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.
- c. IPTC Image
 - i. Date Created
 - A. The date the entry was created. This date must match the date in the VIRIN. The format is YYYYMMDD.
 - ii. Intellectual Genre
 - A. Leave this field blank.
 - iii. IPTC Scene
 - A. Leave this field blank.
- d. Origin
 - i. City
 - A. The base or locale of the shoot.
 - ii. State/Province
 - A. The state or province of the shoot. Use two-letter codes.
 - iii. Country/Territory
 - A. The country or area of the shoot. Use three-letter code. For ocean areas enter the area, i.e. IOR (Indian Ocean Region), for aerials use either the country code for the country being flown over, or the ocean area code for the ocean being flown over.
 - iv. Credit
 - A. The unit the entrant was temporarily assigned to during the shoot (must be on official orders).
11
 - B. If not assigned, leave blank.
 - v. Source
 - A. The media used to create the entry, either Digital, Film, Drawn or Multiple are entered here (do not enter the film type or format).
 - vi. Headline
 - A. 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.

- vii. Instructions
 - A. Enter the Name, Rank and Unit of the releasing authority (field Public Affairs Officer or Installation Commanding Officer).
- viii. Transmission Reference
 - A. 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
 - A. Leave marked as None

C. 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 300ppi as RGB or Grayscale. **Do not use CMYK.**
2. Save the image as a JPEG, with a quality level of 10 (quality level of 8 if the scale is 0 to 10).
3. Follow the instructions in this section for entering entry and caption data

D. 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 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).
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.

XIII. 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 XII, 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 you compress the files.

- C. 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 Mr. Rob Hood at (301) 677-3212, DSN: 622-3212 or Rob.Hood@dinfos.dma.mil.

XIV. 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-AANNN-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 (AANNN): Use the entrant's Vision ID this year. Do not

use the last four digits of the entrant's SSN and the first initial of the entrant's last name.

(The VISION ID is assigned to each VI Professional and is assigned to new photographers at their entry to the Defense Information School. 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.

XV. Captions

A. Captions should be written as prescribed below:

1. A graphic or art pieces caption differs from a photos in that it is past tense.
2. The first sentence of the caption describes the action:
 - a. How. The "How" description should include the medium or method used to create the art.
 - b. What. The "what" description should include the subject or the focus of the art.
 - c. When: The "when" description should include the date or event the work was created for.
 - d. Where. The "where" description should include the where the art was displayed or featured
 - e. Why. The "why" description should include the military unit, event or organization the work was create for
 - f. Who. The "who" description should would normally be the artist name but will be left blank for the purposes of this completion.
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 a 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.”

XVI. 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:

ANI - Animation
CRL - Crests & Logos
DIG - Digital Art
FIA - Fine Art
ILN - Illustration
LDE - Layout and Design
MXM - Mixed Media
PUB - Publications
WEB - Web Design