



ARMY

ARMY BRIEFING NOTE

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THE ARMY PHOTOGRAPHIC COMPETITION 2010

ISSUE

1. The Army Photographic Competition 2010 is sponsored by the Army Media & Communication Branch (AM&C), with the aim of promoting technical expertise and good PR photography and video across the Army. Entries will be judged in Nov 10 with the winners announced as soon as possible thereafter. The prize-giving ceremony will take place at the Imperial War Museum on Wed 1 Dec 2010. This year's competition will also include 2 video / multi media categories.

TARGET AUDIENCE

2. All Regular Army and TA personnel, staff and cadets of the Combined Cadet Force (CCF), Army Cadet Force (ACF), University Officer Training Corps and Ministry of Defence civilians and contractors who work directly for the Army and dependants and partners of serving personnel.

KEY POINTS

- Closing date for entries is Fri 29 Oct 10.
- Entries must have been taken between 30 Nov 09 and 29 Oct 10.
- Personnel on operational tours may submit entries in digital form.
- Prize giving will be held on Wed 1 Dec 10.
- Photographs will be exhibited at the Imperial War Museum.

BACKGROUND

3. **Aim.** The aim of this competition is to promote the Army's image through photography and video. The judges will be looking for images with PR potential.

4. **Eligibility.** The competition is open to all Regular Army and TA personnel, staff and cadets of the Combined Cadet Force (CCF), Army Cadet Force (ACF), University Officer Training Corps and Ministry of Defence civilians and contractors who work directly for the Army. Dependants and partners of serving personal are allowed to enter categories 1-8. Failure to comply with the rules may result in disqualification.

5. **Entry dates.** All photographs entered for the competition must have been taken between 30 Nov 2009 and 29 Oct 2010. Photographs taken before or after this date will not be accepted. Entries should reach: Command Master Photographer, AM&C, Marlborough Lines, Monxton Rd, Andover, Hants, SP11 8HT by Fri 29 Oct 10. Entries received after this date will not be accepted.

6. **Definitions.** For the purpose of this competition a professional photographer is classed as *“an individual who is, or has been, employed, self employed, full or part-time as a professional photographer - either by themselves, the MOD or by a civilian employer”*.

7. **Categories.** Categories 1-6 in the Army Competition will be subdivided for Amateur and Professional photographers. Categories 1-8 are also open to dependants and partners of serving personnel, should they wish to enter. The categories are:

Ser No	Title	Eligibility	Prizes Awarded	Requirement
1	Best Operational Video / Multi-media package.	Open to all Army photographers, TA, ACF, CCF (Army) or UOTC and partners/dependants of serving members of the Army.	Professional Winner. Professional Runner Up. Amateur Winner. Amateur Runner Up.	Best-edited short production of Army operations and/or training, demonstrating creativity, technical proficiency and appropriate impact in 'telling the story'. Each entry should be between 30 and 120 secs. A maximum of 2 pieces per competitor may be entered into this category.
2	Best Non-Operational Multi-media /video package.	As per Serial 1	Professional Winner. Professional Runner Up. Amateur Winner. Amateur Runner Up.	Best-edited short production, of any Non operational aspect but must have an Army theme, demonstrating creativity, technical proficiency and appropriate impact in 'telling the story'. Each entry should be between 30 and 120 secs. A maximum of 2 pieces per competitor may be entered into this category.
3	Media Operations Category.	As per Serial 1	Professional Winner. Professional Runner Up. Amateur Winner. Amateur Runner Up.	Awarded to the best single image, mono or colour, that is judged to create the most impact as a news photograph. A maximum of 2 images per competitor may be entered into this category. No digitally manipulated images are permitted.
4	Best Sporting	As per Serial 1	Professional Winner.	Best single mono or

	Image.		Professional Runner Up. Amateur Winner. Amateur Runner Up.	colour photograph that depicts Army sport or adventure training. A maximum of 2 images per competitor may be entered into this category.
5	Best Operational Image.	As per Serial 1	Professional Winner. Professional Runner Up. Amateur Winner. Amateur Runner Up.	Best single mono or colour photograph that depicts Army training or operations. A maximum of 2 images may be entered into this category.
6	Best Non-Operational Image.	As per Serial 1	Professional Winner. Professional Runner Up. Amateur Winner. Amateur Runner Up.	Best single mono or colour photograph that shows any non operational aspect but must have an Army theme. A maximum of 2 images per competitor may be entered into this category.
7	Professional Photographer of the Year.	Open to all full time professional Army, Civil Service photographers working for the Army and partners/dependants of serving members of the Army.	Professional Winner. Professional Runner Up.	Submit a portfolio of 8 mono or colour photographs with an Army theme to show versatility, creativity, composition and visual impact. Photographs entered in other categories may be included, although this is not compulsory. If photographs from other categories are entered, extra prints must be produced. Prints in this category must be 12 inches on the longest side, including borders, and mounted. A maximum of 2 portfolios per competitor can be entered.
8	Amateur Photographer of the Year.	As per Serial 1	Amateur Winner. Amateur Runner Up.	Submit a portfolio of 6 mono or colour photographs with an Army theme to show versatility, creativity, composition and visual impact. Photographs entered in other categories may be included, although this is not compulsory. If photographs from other categories are entered, extra prints must be produced. A maximum

				of 2 portfolios per competitor can be entered.
9	Best Overall Image.	Judged from all entries both amateur and professional (excluding partners/dependants of serving members of the Army).	One overall winner.	Best single image selected from all the photographs entered into the competition (excluding partners/dependants of serving members of the Army).

Competition Requirements

9. Entrants must comply with the following requirements:

a. For video / multi media packages:

(1) Each entry should be between 30 and 120 secs.

(2) Video/multi media package should be saved as either a wmv. or quicktime movie file, in the highest resolution possible. Imagery can be taken on any format but all entries are to be submitted on DVD Minus discs and all DVD's must play in Windows Media Player.

(3) The package may contain some still images within the piece but should be predominately video footage.

(4) To enter as a professional you must meet the criteria specified in para 6. All other entries will be classed as amateur.

(5) The footage must be shot and edited by the relevant entrant. Where appropriate, footage should be complete with backing music, (**copyright free**) or background dialogue, however this is not mandatory.

(6) An entry certificate (attached) must be enclosed with each disc entered and the entrants name, E-mail address, the caption/title of the piece, along with the category number for which it is being submitted should be written clearly in permanent marker on the DVD entered. Images entered without a complete certificate will be disqualified.

(7) Eligibility permitting, individuals may enter as many categories as they wish provided numbers are within the maximum entries allowed for each category.

b. For photography:

(1) Each entry is to be between 10 and 12 inches on the longest side.

(2) Photographs need not be mounted with the exception of category 6 (Professional Photographer of the Year), where A4 mounted prints are required.

(3) To enter as a professional you must meet the criteria specified in para 6. All other entries will be classed as amateur.

(4) Negatives or transparencies should not be entered.

(5) An entry certificate (attached) must be attached to the reverse of each image and should identify the entrants name, official address, E-mail address, the caption/title of the image with a comprehensive explanatory text along with the category number for which it is being submitted. Images entered without a complete certificate will be disqualified.

(6) A **captioned** digital version, of all submissions, should be saved to a CD, preferably at 72dpi, and is to be included with entries, for presentation purposes.

(7) Eligibility permitting, individuals may enter as many categories as they wish provided numbers are within the maximum entries allowed for each category.

(8) Personnel deployed on operations may submit images on CD only, cropped to the required size at a resolution of 300dpi. Photographs will then be printed by AM&C prior to judging.

10. **Prizes and copyright.** All winning entries will go on public view. The civilian and military media may use copies of the entries. Images may also be selected for inclusion in Army presentations and publications. AM&C shall be deemed to have the right to arrange for the publication and display of all images entered without payment or fee. If recognisable images of people appear in your entries you must have permission from them for the photograph containing their image to be published. This consent should be confirmed within the caption. All images will be subject to Crown Copyright.

11. **Interpretation of the rules.** The decision of AM&C will be final in all matters relating to the interpretation of the rules of the competition.

12. **Losses and damage.** Every care will be taken of the submitted material; however, AM&C will not incur liability for any loss or damage, however caused. Photographs and DVDs entered into the competition cannot be returned.

13. **Prize giving.** Competitors with winning entries will be invited to the prize giving. Invitations will be sent out as soon as the judging is complete. Individuals with winning entries may travel at public expense, however, costs lie where they fall.

14. **Disputes.** In the event of a dispute, the decision of SO1 Media Ops will be final; no correspondence will be entered into.

15. **Point of Contact.** Requests for further information should be directed to the Master Photographer on 07766 245379 or after 10 Jun 10 email CGSMediaCommA-AMC-Media Ops-Phot@mod.uk.



**TOP OF
PHOTOGRAPH**

**ARMY PHOTOGRAPHIC COMPETITION 2010
ENTRY CERTIFICATE**

A copy of this certificate must be attached to the back of each photograph submitted. **Please write clearly in block capitals.**

Category:	Date of Photograph/ Footage:
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Title of Photograph / Footage:

Explanatory text (where, when, why, how – any interesting / unusual information):

COPYRIGHT DETAILS OF ANY MUSIC USED	Copyright: YES / NO
Disc number:	Track number:
Composer:	Production Company:

No / Rank:	Full Name:
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<input type="checkbox"/> Professional Photographer <input type="checkbox"/> Amateur
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Unit Address: Email: Tel: Mob:	Home Address: Email: Tel: Mob:
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Home Area (for local Press Release): I have read the rules of the Army Photographic Competition 2010 and agree to abide by them. I agree that my picture / footage and details may be released to the media. I certify that the metadata is complete and where recognisable images of people appear in my entries they have given their permission for the photograph containing their images to be published.

Signed:	Date:
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