



# 2022 Air Force Art Contest

## Program Manager Guide

March 1-31, 2022 | <https://forcesupport.awardsplatform.com>  
Facebook Page: Air Force Arts [@airforcearts](https://www.facebook.com/airforcearts)

### Table of Contents

Program Overview	2
Purpose	2
Roles and Responsibilities	3
Eligibility	4
Categories	4
Judges	5
Prizes	5
Fulfillment and Reimbursement	6
Timeline	6
Tips for Photographing 2D Art	7
Social Media Guide	8
Logo Guide	9
Social and Digital Resources	10
Continued	11

## Program Overview

The Air Force Services Center (AFSVC) presents the Air Force Art Contest March 1-31, 2022. Entries are accepted at <https://forcesupport.awardsplatform.com>. Winners are determined by a panel of qualified judges. Judging is based on impact, creativity, and technical expertise. Prizes are awarded to the top three in each of five categories. The contest is designed to recognize and celebrate the art and artistry of Air and Space Force artists and their eligible family members.

Artists may submit up to two, digital photographs of their two-dimensional (2D) painting or drawing, in one category, for judging. The Subject of the artwork is at the discretion of the artist but must be in compliance with the Official Rules of the contest. Accepted art media include: oil, watercolor, acrylic, pastel, mixed-media, gouache, egg tempera, pen and ink, graphite, charcoal, colored pencils, scratch board, markers and metal point.

Entries are accepted at <https://forcesupport.awardsplatform.com>, beginning at 12 a.m. March 1, 2022 Central Standard Time (CST) and ending at 11:59 p.m. CST, March 31, 2022. It is the sole responsibility of the submitting artist to meet the deadline. Submissions will not be accepted by any other method.

Please visit, like and follow the Facebook Page Air Force Arts, [@airforcearts](#) for the latest news, information and art related information.

**Note:** Digital art, photography or three-dimensional art are not included in this contest.

## Purpose

To recognize, promote and celebrate the art and artistry of Air and Space Force artists and their eligible family members.

# Roles and Responsibilities

## **Air Force Services Center**

- a. Host the digital Air Force Art Contest
- b. Establish contest rules and timelines (attached)
- c. Review and accept/reject entries
- d. Select judges
- e. Develop and post digital marketing material on Marketing Download Central at: <https://cs2.eis.af.mil/sites/10042/Pages/Mktg/DownloadCentral.aspx>
- f. Verify winners as authorized Morale, Welfare and Recreation (MWR) patrons
- g. Announce and notify winners and the installation Force Support Squadron Point of Contact (POC)
- h. Purchase and provide prizes to the POC for presentation to confirmed winners (NOTE: Alternate presentation arrangements are permitted to comply with COVID-19 guidelines)
- i. Provide After-Action Report (AAR) for completion by POC's
- j. Review AAR feedback from installations for future program improvements

## **Installation**

- a. Identify the Force Support Squadron Point of Contact for the Air Force Art Contest and provide name, position title, and contact information to:

AFSVC Program Manager:

AFSVC/VCCR: Susan Lear

COMM: 210-395-7587

DSN: 969-7587

[Susan.lear@us.af.mil](mailto:Susan.lear@us.af.mil)

- b. Promote the Air Force Art Contest through publicity, digital, and social channels
- c. Plan and promote complementary programming such as in-person or online art classes, programs and events
- d. Plan and promote ongoing programs to encourage art and artisans in the local community
- e. Form relationships and (as appropriate) plan joint programming with local arts organizations and museums to introduce Airmen, Guardians and their family members to local art related resources, destinations, and opportunities in the community
- f. Collaborate with your FSS Marketing Director to promote the Air Force Art Contest

- g. Complete and present certificates and prizes to winners NLT May 31, 2022. Make arrangements with winners to mail/deliver/pick-up prizes and certificates if in-person presentation is not compliant with COVID-19 guidelines. When possible:
- a. Share images of winner presentation (when appropriate) with AFSVC or tag [@airforcearts](#) on FB
  - b. Share winning artists, artwork, artist interviews and features through traditional, digital, and social media
- h. Submit an AAR on the Air Force Art Contest NLT June 30, 2022. Please include programs, classes, events, traditional, digital or social campaigns or promotions executed by your installation in support of this program.

## Eligibility

Authorized patrons (AF) Morale, Welfare and Recreation (MWR) Programs (IAW AFI 34-101) Air Force Morale, Welfare and Recreation (MWR) Programs and use Eligibility) are eligible to participate in the Air Force Art Contest.

1. Entrants in the Adult Category must be at least 18 years old at the time of entry.
2. Entrants in the Youth Category must be at least six years old, but not more than 17 years at the time of entry. A legal parent or guardian must submit entries on behalf of Youth Category participants.
3. Force Support Squadron (FSS) Commanders, civilian leaders, and FSS marketing personnel may enter the contest, but are not eligible to win prizes.
4. Participants must meet all eligibility requirements determined in the Official Rules.
5. Prizes will be awarded to eligible participants in Adult and Youth Categories.
6. Submissions that do not meet the requirements determined in the Official Rules are ineligible to win.

## Categories

### **Adult:**

- Adult Novice: Individuals who are new or inexperienced to working in the approved media.
- Adult Accomplished: Individuals who have higher levels of art skills obtained through experience, education, training or who operate as professional artists.

**Youth:** Art entries must be accomplished by the youth participant.

- Youth Teen: Ages 13 to 17
- Youth Pre-Teen: Ages 9 to 12
- Youth Child: Ages 6 to 8

## Judges

1. Art experts selected at the discretion of AFSVC will evaluate and assign a score to each entrant's artwork based on impact, creativity, and technical criteria. In the event no entries are received, no prize will be awarded. Determinations made by the judges are final.
2. Winner Notification: Winners will be notified via the email address provided on the submission. This is the official method of communication used to notify winners. If a winner does not respond to an email notification within five calendar days, or if communication via email is otherwise unsuccessful, an alternate winner will be selected. The winner is subject to, including without limitations, verification of eligibility, in compliance with these Official Rules.
3. All Entrants agree to be bound by these Official Rules. AFSVC will resolve tie breakers through further review and collaboration.

## Prizes

1. Prizes will be awarded to the top three winners in each category.
  - a. First Place: \$500 Amazon Gift card
  - b. Second Place: \$400 Amazon Gift Card
  - c. Third Place: \$300 Amazon Gift Card
2. Winners will receive an Amazon Gift Card presented by their installation Point of Contact (POC) in a method compliant with installation health and safety guidelines. If the winner is under the age of 18, a legal parent or guardian must be present with the youth to accept the prize. Acceptance of the prize grants the AF the right to use the winning submission in its entirety for any publicity, advertising or promotional purposes without compensation.
3. The winner must comply with all terms and conditions set forth in the Official Rules. Winning is contingent upon fulfilling all such requirements.
4. No entrant can win more than one prize. Exclusions: Digital art, photography, or three-dimensional art such as sculptures, clay art, pottery, woodwork, etc. will not be accepted.photographer.

## Fulfillment and Reimbursement

AFSVC will issue the Amazon Gift Cards to the installations POCs, (by FedEx or mail) who will coordinate presentation to the winners.

## Timeline

Date	Item	Who
Ongoing	Plan and promote ongoing programs to encourage art and artisans in the local community	FSS Arts & Crafts FSS Marketing
Jan 2022	Installations receive Implementation Plans and Marketing Guides	Installation
Jan 2022	Installations designate POC and notify AFSVC	Installation
Jan 2022	AFSVC Social campaign launches on the Facebook Page Air Force Arts, <a href="https://www.facebook.com/airforcearts">@airforcearts</a>	AFSVC FSS Arts & Crafts FSS Marketing
March 1, 2022	Contest opens for entries	AFSVC
March 31, 2022	Contest closes	AFSVC
April/May 2022	Winners are verified, announced and prizes are sent to installation POC's	AFSVC Installation
June 30, 2022	Installation completes AAR and returns to AFSVC	Installation



## Tips for Photographing 2D Art

Judging is based on the photograph(s) of the artwork rather than the physical work. The care and time spent capturing good representational images of your work helps judges focus on the merits of the work. A quick internet search provides in-depth guidance on photographing art with a camera or phone.

1. Hang the artwork. Frequently images are submitted of art leaning against a wall or furniture this results in the artwork appearing warped or distorted.
2. Keep it simple. Avoid busy, cluttered or distracting backgrounds. If the artwork is framed be sure there is no glare or shadowing from the glass or frame.
3. Proper Lighting is essential. Take your work outside, or find a room with indirect, natural daylight or use professional lighting. Avoid direct sunlight, a cloudy day or a south facing window can provide excellent filtered light.
4. Skip the flash.
5. Eliminate shadows. Shadows dull colors and distract from the art. Look for, and eliminate anything casting a shadow on the art (including the photographer!)
6. Tripod. When possible use a tripod to eliminate camera shake and distortion.
7. Avoid distortions. Ensure that your camera or phone is aligned with your artwork. A tilted camera or phone results in distorted images. Likewise holding the phone or lens too close to the art may cause the image to appear warped.
8. Lower film speed (ISO). An ISO of 100-200 is best. If shooting manually, with proper lighting, set your aperture (f-stop) between f-8 and f-11. Or, set your camera to Program Mode.
9. Select the correct white balance. Incorrect white balance will result in inaccurate colors.
10. Shoot head on. Position the camera so the lens lines up with the center of the artwork. Ensure the back of the camera is parallel to the artwork.

## Social Media Guide

**IMPORTANT:** The primary source(s) for information on the Air Force Art Contest is the Facebook Page, Air Force Arts or [@airforcearts](#). The latest news, information, updates, inspiration, tips and features will be posted to this page.

### **STEP ONE:**

POC's, FSS Arts & Crafts managers and staff, and marketing staff should:

1. **VISIT** <https://www.facebook.com/airforcearts>
2. **LIKE** the page
3. **FOLLOW** the page
4. **SHARE** the page
5. **TAG** [@airforcearts](#) in art related posts

### **STEP TWO:**

POC's, FSS Arts & Crafts managers and staff, and marketing staff should:

1. **VISIT** <https://forcesupport.awardsplatform.com>
2. **SHARE** the link in installation produced traditional and social media

### **STEP THREE:**

POC's, FSS Arts & Crafts managers and staff, and marketing staff should:

1. **COORDINATE** to promote arts programs and initiatives via social channels
2. **HIGHLIGHT** local artists, their work and art related programming via social media

### **STEP FOUR:**

**January through March 2022**, POC's, FSS Arts & Crafts managers and staff, and marketing staff should:

1. **POST** two or more times per week encouraging artists to enter the contest
2. **PUBLICIZE** the contest

Images and logos available on Download Central.

<https://cs2.eis.af.mil/sites/10042/Pages/Mktg/DownloadCentral.aspx>



## Logo Guide



Encourage and welcome artists and art in all forms



Pantone 206 U  
R = 224  
G = 66  
B = 100

Engage with curiosity



Pantone 333 U  
R = 0  
G = 207  
B = 181

Celebrate effort, creativity and courage



Pantone 247 U  
R = 192  
G = 81  
B = 160

Recognize the value of the arts and our artists



Pantone Reflex Blue  
R = 54  
G = 73  
B = 155

# Digital and Social Resources

Resources available at

<https://cs2.eis.af.mil/sites/10042/Pages/Mktg/DownloadCentral.aspx>

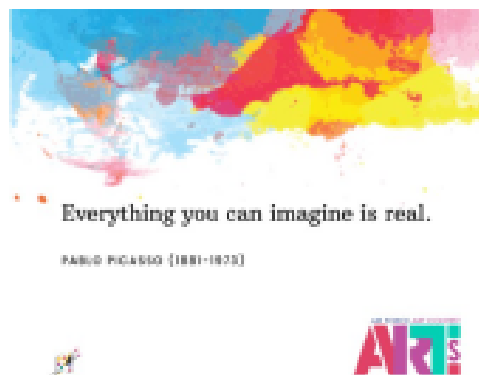
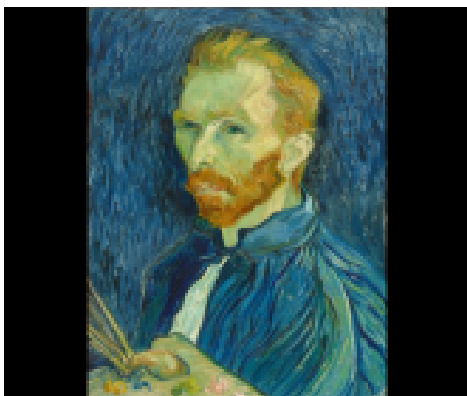
Lines of Messaging:

## 1. The Facts



Air Force Services Center presents the Air Force Art Contest, **March 1-31, 2022**. The contest is open to eligible MWR patrons. Entries are accepted at <https://forcesupport.awardsplatform.com>. Prizes are awarded to the top three in five categories. Visit our Facebook page, Air Force Arts, or find us [@airforcearts](https://www.facebook.com/airforcearts) for more information. No purchase necessary to enter or win.

## 2. Inspiration



## 3. Artist Features = RECOGNITION

4. What motivates an artist to share their work? Some seek validation, or feedback, but others simply want to be recognized and have a platform to share their work. Use your available platforms to share the stories and work of your local artists. Highlight Arts & Crafts and community art programs. Videos, sample classes, in-person or virtual events or exhibits.
5. YOUTH! Three of the five categories in the contest are YOUTH! Be sure to target Youth Centers, parents, schools and School Resource Officers to help publicize the contest.

Art communities are thriving in towns and cities across the globe. The arts contribute millions of dollars to local economies and enhance the quality of life not only for those creating works of art, but for the viewer. The goal of Air Force Social initiatives is to give installations a place to celebrate their artists, programs and communities for the benefit of their current customers, and the next ones transitioning to your installation.

Thank you for the work you do every day to support our Airmen and Guardians.