



2013
**USAF Arts & Crafts
Gallery Program Guide**

AFPC/SVPCL

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2013

USAF Arts & Crafts Gallery

PURPOSE:

Offer a cultural art program that recognizes and showcases work submitted by Air Force artists, craftsmen and photographers around the world.

ROLES & RESPONSIBILITIES:

Air Force Personnel Center/Services Directorate/Community and Leisure Section (AFPC/SVPCL):

- » Provides guidance to Arts & Crafts Program Managers, Marketing Managers, and other Force Support Squadron (FSS) Managers.
- » Establishes timelines.
- » Seeks centralized commercial sponsorship.
- » Reviews, approves, and authorizes images to be posted on website.
- » Maintains centralized Air Force website.
- » Develops centralized promotional materials.
- » Posts guide, applications, after action report, and certificates on <https://www.usafservices.com/managers/ArtsCrafts/GalleryUpload.aspx>.
- » Provides recognition (if other than certificates) to installations for entrants.

AFPC/SVI:

- » Forwards guidance to the installations.
- » Ensures timelines are met.
- » Reviews and approves installations' submissions.
- » Reviews installation after action reports and forwards to AFPC/SVPCL.

INSTALLATION PROGRAM MANAGERS (Arts & Crafts or other FSS Managers):

The 2013 Air Force Arts & Crafts Gallery Program encompasses an online Air Force Gallery, and installation local program or event hosted by the Arts & Crafts Center that enhances the Gallery Program.

- » Plans local program IAW AFPC guidance and timelines.
- » Ensures advertising, marketing, and sponsorship efforts are conducted for the Air Force Gallery Program and associated programs and events.
- » Takes photos of all entrant submissions, upload images to the management portion of <https://www.services.com/Managers/ArtsCrafts/GalleryUpload.aspx>. To upload, follow instructions on website.
- » Uses consistent messaging to enhance program recognition across the Air Force.
- » If applicable, all advertisements must include the AFPC commercial sponsor's logos.
- » Creates a local program or event (see program suggestions listed on page 4) to build awareness and enhance participation and cross programming/cross marketing initiative.
- » Completes an after action report and sends to AFPC/SVPCL.

INSTALLATION MARKETING MANAGERS:

- » The Air Force Arts & Crafts logo should be used on promotional materials specifically targeting artists, craftsmen, and photographers.
- » Publicize the Air Force Arts & Crafts Gallery Program and local programs and events.
- » Develops and coordinates press releases and posts on base websites, social media outlets, and printed media to inform local markets of the gallery program.
- » Ensure promotional materials are placed in high traffic areas.
- » Include Arts & Crafts Gallery updates in briefings to newcomers and leadership.

CATEGORIES (3):

CRAFT: Adult, Teens ages 13-17, Youth ages 6-12

This program is designed to offer a wide variety of core craft activities that may include a wide range of artistic works and practices in the fine arts. It includes, but is not limited to:

Any 2-dimensional art form with any media

- » Painting (water color/oil)
- » Calligraphy
- » Pencil Art
- » Charcoal

Any 3- dimensional art form with any media

- » Ceramics
- » Sculpture
- » Pottery
- » Stone
- » Woodworking
- » Tile
- » Jewelry making
- » Quilting, Crochet, Knitting
- » Stained / Fusion glass
- » Tapestries
- » Basket weaving
- » Paper mache'

PHOTOGRAPHY: Adult, Teens ages 13-17, Youth ages 6-12

This program is designed to offer a wide variety of core photography through a range of artistic works and practices in the use of photography. Photography is the technique of recording and generating permanent images, by the capturing and preservation of physical stimulus-patterns on a layer of photosensitive material. It involves recording light patterns as reflected from objects, on to a sensitive medium through momentary exposure. The process is done through mechanical, chemical, or digital devices. All submissions in this category must be taken with a camera.

Subject Examples may be:

- » Nature Scene
- » Military Life
- » People and/or Places
- » Landscapes

DIGITAL ART*: Adult, Teens ages 13-17, Youth ages 6-12

*Digital Art is a new category; the range of artistic works and practices that use digital technology as an essential part of the creative and/or presentation process. Digital art can be purely computer-generated such as a scanned photograph or images drawn using vector graphics software using a mouse or graphics tablet. It includes:

- » Digital production techniques in visual media.
- » Digital photography manipulation and not traditional image processing.
- » Computer-generated visual media.
- » Computer generated 3d still imagery.
- » Computer generated animated imagery.
- » Digital installation art – up to large scale works involving projections and live video capture.

GALLERY RULES:

Entries:

- » Three entries per person per category.
- » Entries must be taken to the installation Arts & Crafts Center or designated FSS program manager.
- » Installation Arts & Crafts Centers take digital photos of each item.

PROGRAM OPTIONS:

Installations are encouraged to host programs or events. Programs and events can be hosted in any FSS facility. Each installation Arts & Crafts Center should offer a program or host an event focused on artist, craftsman, or photography. Listed below are three suggested options, but not limited to creative programs designed by installation centers. Programs must be held Apr-May 2013. An after action report is completed by the installation Arts & Crafts Centers and sent to AFPC/SVI which in-turn sends to AFPC/SVPCL.

OPTION 1: GALLERY EVENT

Host a “live” gallery exhibit in an FSS facility. Partner with one or more activities to host the event such as the Community Center, Youth Programs, Outdoor Recreation, Clubs, etc. Hosting events at various locations will enhance participation in all target areas.

- » Set-up displays at various locations: Bowling, Golf, Commissary, and AAFES.
- » Incorporate a wine and cheese tasting event. Submit a request to installation commercial sponsorship for sponsorship support.
- » Work closely with the marketing department to cross market. Cross marketing can enhance the program, increase event’s participation, and build awareness.
- » Offer incentives to promote the program or event.

OPTION 2: ONE TIME PROGRAM or EVENT

- » Paint-n-Wine event. Provide transportation for artists and photographers to a scenic location. Provide supplies such as paint, easels, water, etc.
- » Partner with Outdoor Recreation (ODR) or Information, Tickets and Travel (ITT) to develop an outing to a nature area for painting, drawing, and photography. ODR and ITT can organize the logistics for transportation and entry fees.

OPTION 3: LOCAL INSTALLTION ONLINE OPPORTUNITIES

- » Take the program into the future! Work with Installation Communications Squadron to develop an online voting extravaganza. *The Air Force Arts & Crafts Gallery focus is not a competition;* however, there may be other avenues to host voting sessions such as “viewer’s choice.” For example, the top three votes win a prize.
- » Post featured entries onto local FSS installation website, Facebook, or twitter.

TIMELINE:

- OCT-NOV 2012** Installations advertise the USAF Arts & Crafts Gallery and accept entries through Nov 2012. Image submissions must comply with the guidelines on page 8.
- 1 DEC 2012** Installation Program Managers upload images to <https://www.usafservices.com/Managers/ArtsCrafts.aspx> for AFPC/SVI review. Installations uploads must be completed by 15 Jan 2013. Send your entry submission roster to sandra.hillard@us.af.mil.
- 15 JAN 2013** Submission process ends.
- 30 JAN 2013** AFPC/SVI reviews and informs AFPC/SVPCL that uploads have been completed.
- 28 FEB 2013** AFPC/SVPCL posts the 2013 Arts & Crafts Gallery on www.airforcegallery.com.
- 30 MAR 2013** Installations print certificates from <https://www.usafservices.com/Managers/ArtsCrafts.aspx> and issue to participants.
- APR-MAY 2013** Installation promotes and hosts a program or one-time event as listed in program options above (gallery exhibition/wine & cheese/nature tour) in conjunction with other FSS activities. Program must be offered NLT 30 May.
- 30 JUN 2013** Installation submits completed After Action Report (AAR posted on <https://www.usafservices.com/Managers/ArtsCrafts.aspx> NLT 30 Jun.
- 30 AUG 2013** AFPC shares after action results with Installation Arts & Crafts Managers. The 2013 Gallery Program Guide will be posted at <https://www.usafservices.com/Managers/ArtsCrafts.aspx>.

SIMPLE STEPS TO A SUCCESSFUL GALLERY PROGRAM:

1. **REGISTER:** The Installation Program Manager (Arts & Crafts, Marketing or other FSS Manager) assigned as the action officer needs to register at <https://www.usafservices.com> using their CAC prior to uploading images. After site registration is complete, send confirmation of registration to Sandra.Hillard@us.af.mil. [You will be granted specific access to upload the 2013 USAF A&C Gallery upload area.](#) Program updates will only be available in this area and access must be granted.
2. **ACCESSING the upload:**
 - » Login with your CAC to <https://www.usafservices.com>.
 - » Click the managers tab, then the Arts & Crafts link on the manager's page.
 - » The main page of Arts & Crafts will contain a link that will be available to you after you have confirmed your site registration with Sandra Hillard and are added to the 2013 Gallery Upload and Update Group.
 - » A confirmation email will be sent to you.
3. **SUBMISSIONS:** Each entry must include the title of the entry and name of the artist. Follow instructions provided on USAF Services website Gallery Upload page. Each installation must load their list of entrants and supply the title and artist in the fields provided when uploading as per instructions. Submissions not supplied with title and artist name will be rejected for the 2013 Gallery. If the submissions are not loaded according to these instructions, the submissions will be rejected. **UPLOADING the images:** The 2013 Gallery Upload and Update area is restricted to user accounts submitted by AFPC/SVPCL. Please supply the email used to register on <https://www.usafservices.com> to Sandra.Hillard@us.af.mil NLT 1 Oct 2012.
4. **INSTRUCTIONS:** To upload images, follow instructions on the web page during the submission period 1 Dec 2012 – 15 Jan 2013. After images are loaded, send the spreadsheets with participants' name and the title of the entry in all 3 categories to sandra.hillard@us.af.mil.
5. **GALLERY UPLOAD and Update** area will contain instructions and links for you to upload images to your specific base, as well as instructions for placement in the proper categories

for your submissions: Crafts, Photography, and Digital Art and their respective age groups: Adult, Teens ages 13-17, and Youth ages 6-12.

6. **ENTRY SUBMISSION ROSTER:** After you submissions are uploaded, send your entry submission roster to Sandra.Hillard@us.af.mil NLT 15 Jan 2013.
7. **ELIGIBILITY:** All Department of Defense ID card-holders are eligible to participate. Deployed members may send their submissions directly to their home Installation FSS Arts and Crafts Centers.
8. **ENTRY LIMITATION:** There will be a limit of three entries per person per category, for a maximum of nine.
9. **APPLICATION:** Each participant needs to submit a USAF A & C Gallery application to their installation program manager. The standardized entry application template for Gallery Showcase submissions is posted at <https://www.usafservices.com>; which include copyright and model releases as well as a statement informing participants that Arts and Crafts Centers, AFPC/SVI, and AFPC/AFSVPCL reserve the right to refuse entries of questionable and/or inappropriate content. These entry forms are for Installation-level use and records only; PLEASE DO NOT forward originals or copies to AFPC.
10. **MARKETING MATERIALS:** Materials are located on www.usafservices.com at **Marketing Download Central**. In addition, installation marketing offices can personalize the artwork by inserting local gallery entries from the previous year.
11. **RECOGNITION:** Participants' entries selected for the 2013 USAF Arts & Crafts Gallery will receive recognition from AFPC, if funds permit. Recognition Items will be sent to Installation Arts and Crafts Centers for presentation.

Example of Digital Image Submission/Name



Summer in the Vineyard

Diana Piva