



Solar Photo Competition: Hit Me With Your Sun Shot

Informational Webinar
March 2024

Agenda

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- 2 Eligibility Requirements & Photo Usage
- 3 HeroX Demo
- 4 Submitting to the Prize

Solar Photo Competition: Hit Me with Your Sun Shot

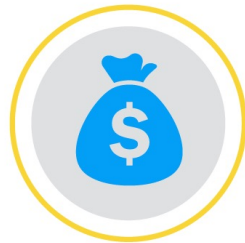
Overview



supercharge

A REVOLUTION OF **BOLD IDEAS**

AMERICAN
MADE
U.S. DEPARTMENT OF ENERGY



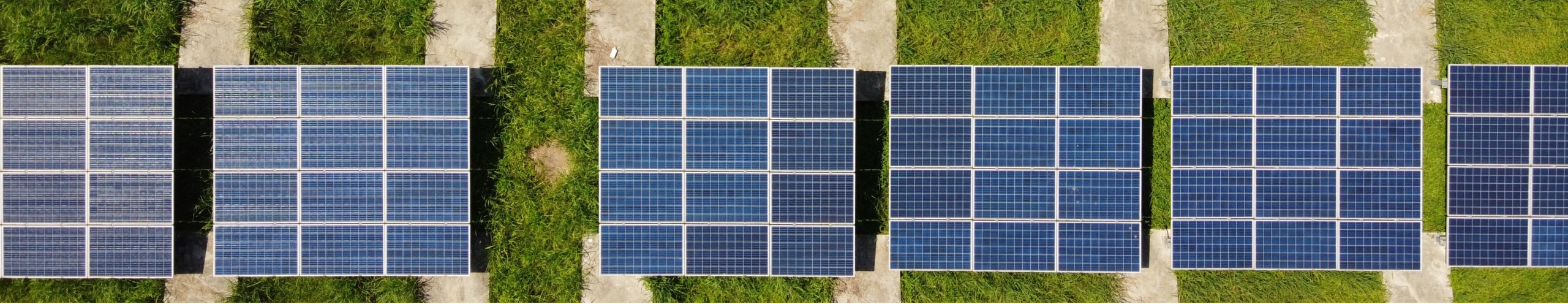
\$260M
in cash prizes
and support



70+
prizes



450+
Network
members



Solar Photo Competition: Hit Me with Your Sun Shot

The Solar Photo Competition: Hit Me with Your Sun Shot supports SETO in gathering **impactful images of solar technologies** for use in communicating information to communities, individuals, and organizations working to advance solar technologies.

These photos will be made available to the public and will be **featured in SETO's outreach efforts**, including in presentations, newsletters, educational materials, social media, and other engagement materials.

Winners of the Solar Photo Competition: Hit Me with Your Sun Shot can **earn up to \$2,500** for a photo in one of eight categories.

Prizes to Win

Important Details

- There will be **two awards per photo category**: one winner and one runner-up.
- Judges will select two overall grand prize winners.
- Up to 200 honorable mentions will also be recognized.

The following amounts will be awarded to each winner:

- Grand Prize: \$2,500
- Category Winner: \$1,000
- Category Runner-Up: \$500

Up to 18 prizes will be awarded from a cash prize pool of **\$17,000**.

Submission Categories

Photographers may submit up to 10 photos (total) in the following categories:

1. Solar and Weather

Photos capturing the interplay between solar technologies and various weather conditions.

2. Solar Workforce and Installation

Photos showcasing members of the solar workforce and individuals and teams behind solar installations.

3. Concentrating Solar-thermal Power

Photos showing CSP systems, their mechanisms, and the innovations of this solar sector.

4. Research Processes, Solar Technologies in Detail, and Manufacturing

Photos that unveil the research, development, and manufacturing processes behind cutting-edge solar technologies.

Submission Categories (*continued*)

5. Utility-Scale, Commercial Solar, and Grid Integration

Photos that showcase large-scale solar installations, including those visibly integrated into utility grids.

6. Community Solar/Multifamily Housing

Photos capturing the role solar plays in community sustainability through shared solar initiatives and solar-integrated multifamily housing.

7. Residential Solar

Photos capturing solar installations of residential properties.

8. Agriculture and Solar, Solar in Nature, Solar and Wildlife

Photos showcasing the coexistence of agriculture and solar power and/or how solar projects interact with local wildlife.

Note: All photos must be taken within the United States or U.S. territories.

Judging Criterion

Criterion 1: Emotional Appeal/Impact

- The photo is visually powerful and portrays solar energy technologies positively.

Criterion 2: Composition/Content

- The organization of the object, landscape, or people enhances the image.
- The image demonstrates thoughtful composition, maintaining the integrity of the main elements without cropping or distortion.
- The solar-related content is apparent and easily identified.

Criterion 3: Technical Quality

- Light, exposure, and color have been used effectively.
- The photo shows skill in the use of light direction, character, color, and contrasts.
- The photo is of high resolution and is in focus.

Criterion 4: Originality

- The photo is unique in perspective, angle, or content.

Scoring

The photos will be scored on a scale of 1–6, as shown in **Table 1**, based on how well they address the statement(s) within each criterion.

1	2	3	4	5	6
Strongly Disagree	Disagree	Slightly Disagree	Slightly Agree	Agree	Strongly Agree

Table 2 below outlines the weight of each criterion for determining final scores.

Criteria	Total Item Score Possible	Percentage of Total Score	Total Possible Points
Emotional Appeal/Impact	6	20%	120
Composition/Content	6	30%	180
Technical Quality	6	30%	180
Originality	6	20%	120
TOTAL	24	100%	600

Eligibility Requirements & Photo Usage

Eligibility: Photographers

- Each photographer must be a **United States citizen** or a **legal permanent resident**.
- If the photographer is **under 18**, a parent or legal guardian must submit the photo on behalf of the photographer and accept the terms and conditions of the prize.
- Current **federal employees and support service contractors** working on a federal site may submit photos but are ineligible to receive cash prizes.
- Each photographer can submit **up to 10 photos**.
 - If a photographer wins more than three times, they will be awarded for their **three highest winnings**.
 - Subsequent winning photos outside of those top three will be **acknowledged through contest selection announcements** and other means of recognition but will not receive additional cash prizes.

Eligibility: Photos

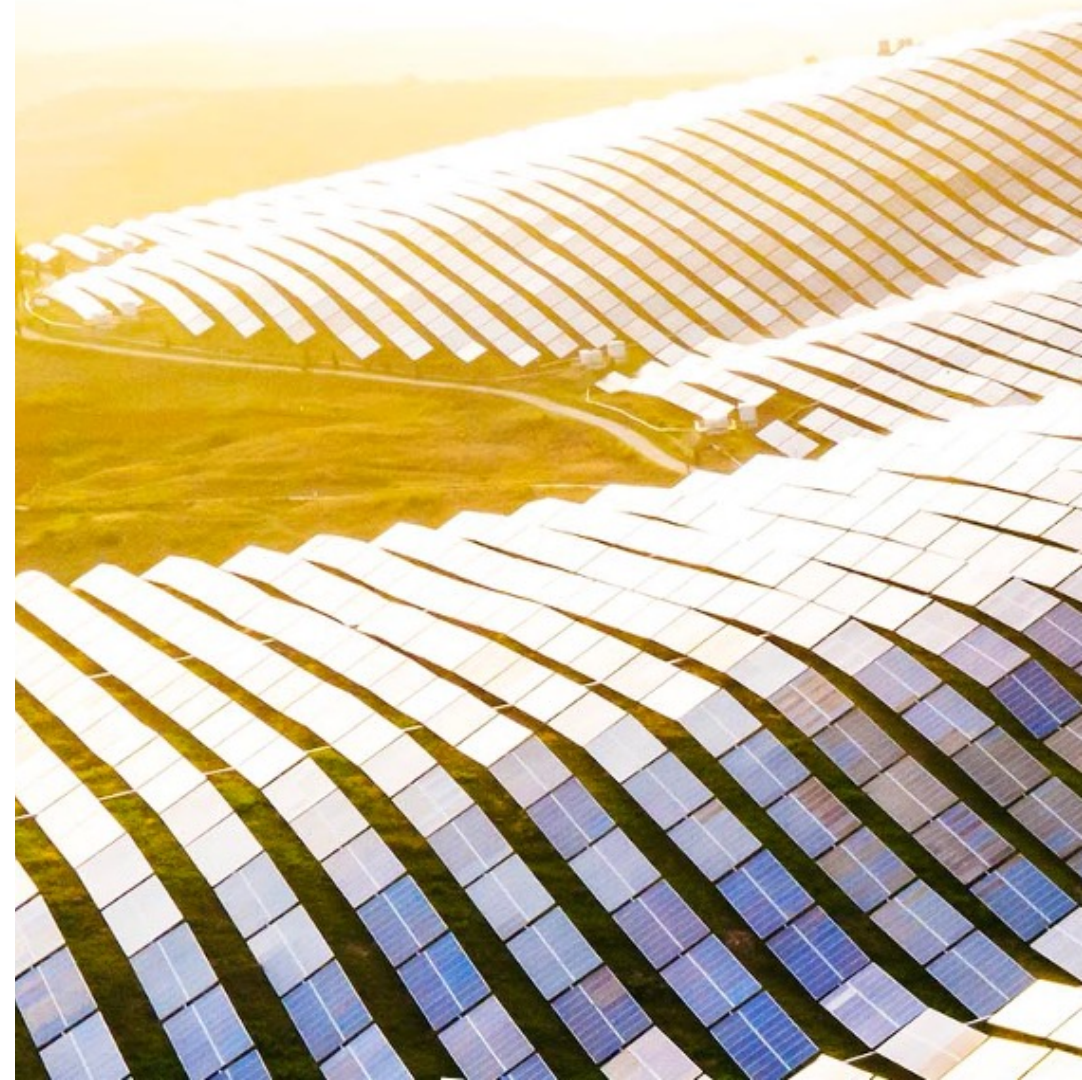
- Each photo must be the original work of the photographer (no artificial intelligence-generated images).
- Each photo must be taken within the last five years within the United States or U.S. Territories.
- Each photo must be taken in accordance with federal, state, and local laws.
- Each photo must not have any identifiable personnel, addresses, license plates, or other personally identifiable information.
 - For each photo in which a person is recognizable, the photographer must have written permission in the form of a model release from that person, or in the case of a minor, from the minor's parent or guardian.
- Each photo must not violate or infringe upon another person's rights or include confidential or proprietary information or content.

Eligibility: Photos (*continued*)

- Each photo must exclude restrictive markings, copyright notices, logos, watermarks, or business marks, except when featuring technologies or devices with the developer's logo.
- Each photo must be submitted through HeroX using the following file naming convention: PhotoTitle _LastName_CategoryAbbreviation
- Each photo must be a high-resolution digital copy (minimum size 2100 x 1500 pixels), submitted as a zip file.
 - For zip files too large for the HeroX platform, a photographer can upload submissions using Box.
 - Please email solarphoto@nrel.gov for Box upload link.

Creative Commons and Photo Usage

- All photos must be submitted under the Creative Commons.
- Allows others, including the U.S. Government the right to use, publish, copy, distribute, and modify the photos provided proper attribution is given.
- All submitted photos—even those not selected as winners—are **eligible to be used in printed and web materials** by DOE and NREL.
- If ownership of any photograph submitted to this competition is contested, the prize administrators reserve the right to discontinue use of said photograph and disqualify the photograph from the competition.



HeroX Demo

How to Use the Prize Platform

Submitting to the Prize

Reminders

Uploading to HeroX and Box

- Each photo must be a high-resolution digital copy (minimum size 2100 x 1500 pixels).
- Submitted as a zip file.
 - For zip files too large for the HeroX platform, upload photos using Box.
 - Please email solarphoto@nrel.gov for Box upload link.
- All photos must be submitted using this file naming convention:
PhotoTitle_LastName_CategoryAbbreviation
- Please use the following abbreviated category names (also located in parentheses in the Official Rules Section 1.1) when naming your file

File Naming Conventions

Category: Solar and Weather

Abbreviation: **Weather**

Category: Community Solar/Multifamily Housing

Abbreviation: **Community**

Category: Solar Workforce and Installation

Abbreviation: **Workforce**

Category: Residential Solar

Abbreviation: **Residential**

Category: Concentrating Solar-thermal Power

Abbreviation: **CSP**

Category: Agriculture and Solar, Solar in Nature, Solar and Wildlife

Abbreviation: **Nature**

Category: Research Processes, Solar Technologies in Detail, and Manufacturing

Abbreviation: **Research-Manufacturing**

Category: Utility-Scale, Commercial Solar, and Grid Integration

Abbreviation: **Utility-Scale**



Submission Deadline: May 23 by 5 p.m. ET

Questions? Email solarphoto@nrel.gov