



UNCF 80th Anniversary “Capture the Culture” Photo Contest Rules, Categories, and Formatting Requirements

Scholar Selection & Rules: Please Read Carefully

1. Term

The UNCF 80th Anniversary “Capture the Culture” Photo Contest (the “Contest”) consists of two entry periods. The Fall 2024 entry period begins November 8, 2024, and ends December 20, 2024, at 11:59PM Eastern Standard Time. The Spring 2025 entry period begins January 27, 2025, and ends March 3, 2025, at 11:59PM Eastern Standard Time. By submitting an entry, each contestant agrees to the rules of the Contest.

2. Eligibility

Entrants must be full-time, degree-seeking students at a UNCF member institution. Find a list of UNCF member institutions here: <https://unconf.org/member-colleges>. Individuals affiliated with any UNCF member institutions, including employees, interns, volunteers, and their immediate families (children, parents, siblings and spouses) and others living in their households are not eligible to participate in the Contest. United Negro College Fund, Inc. (“UNCF”) will determine winners’ eligibility in its sole discretion.

Entrants must submit a completed scholarship application found at the UNCF scholarship portal. Click [here](#) for the portal. Entrants must also submit “The UNCF Scholarship Photo Contest – Parent or Legal Guardian Consent Form” attached hereto, if the full-time degree seeking student is:

- An Alabama or Nebraska resident under 19 years of age;
- A Mississippi resident under 21 years of age; or
- A resident of other states where the legal age of consent is over 18.

The completed scholarship application and consent form may be submitted through the official contest channels. Upload [here](#) or email to 2024_Ph.z0wq15epme5wqk2b@u.box.com.

3. How to Enter

Entrants must submit original photographs showcasing different aspects of HBCU life based on the following categories:

1. Academic Life

Academic life at an HBCU is filled with intellectual curiosity and engagement. This category invites students to capture moments from the classroom, with photos of students fully engaged in learning environments—whether in small, intimate settings or large auditoriums. Photos **MUST** feature any or all of the following:

- Candid or portrait-style shots of students studying, professors teaching, or group discussions in science labs, libraries, or other academic spaces are ideal.
- Additionally, selfie-style photos that look natural yet clear, composed, and suitable for marketing purposes are encouraged.
- Seasonal academic events such as winter graduation or spring commencement can also be featured, portraying the journey of students as they progress through their academic careers.

2. Campus Shots

HBCUs are home to some of the most beautiful and historic campuses in the nation, blending tradition and modernity. This category encourages students to creatively capture the essence of their campus. From striking images of campus signage showing the main entrance of the school in portrait style to identifying iconic campus buildings and structures, these photos should highlight the architectural beauty of the campus. Photos **MUST** feature any or all of the following:

- Signage from the main entrance of the institution.
- Iconic buildings, and structures, also capturing the names of the buildings wherever possible.
- External and internal photographs of the dormitories.
- Both external and internal shots that showcase other campus facilities that represent the pride of the institution.
- These photographs can be with AND without students.

3. Greek Life

Greek life is a cornerstone of many HBCU experiences, representing both social engagement and service. This category seeks to capture the vibrancy and spirit of fraternity and sorority life on campus. Photos **MUST** feature any or all of the following:

- Step shows, probates, or moments of bonding within the organization
- The images should highlight the pride and brotherhood/sisterhood found in Greek life.
- These photos should reflect the culture, unity, and community service that define the role of fraternities and sororities at HBCUs.

4. Sports

Athletics are a vital part of HBCU culture, fostering school pride and teamwork. This category welcomes photographs that capture all aspects of intercollegiate and intramural athletics. From action-packed moments on the field, these images should showcase the intensity and energy of HBCU sports. Photos **MUST** feature any or all of the following:

- These can be photographs of athletes on the field, courtside, or the track, to behind-the-scenes preparation

- Photographs of fan celebrations, pep rallies, or emotional moments after a hard-fought loss.
- Highlight the athletes, fans, and community that make HBCU sports so unique and integral to campus life.

5. **Student Life**

Student life at an HBCU is vibrant, diverse, and rich with cultural experiences. This category seeks images that reflect the excitement and spirit of students outside the classroom. These images should express the joy, camaraderie, and culture that make HBCU student life memorable. Photos **MUST** feature any or all of the following:

- Photos of campus activities such as band performances, sports teams, and dancers, whether candid or portrait style, can highlight the dynamic social scene.
- Seasonal events such as homecoming in the fall or spring semester festivals will showcase a vibrant campus tradition.

6. **This is HBCU**

This category is all about capturing what makes your HBCU experience special to you. Photos should communicate your love for your school and reflect what attending an HBCU means. Whether through seasonal events such as homecoming, winter graduation, or spring commencement, or through personal moments that define your experience, these images should convey your pride and deep connection to your HBCU. Use this category as a creative wildcard to express what makes your HBCU journey one-of-a-kind, with both candid and portrait-style shots welcome.

All entrants must submit up to four (4) photos each in the *Academic Life* and *Campus Shots* categories. Entrants may select any two (2) of the remaining categories, submitting up to four (4) photos in each remaining category for a total of sixteen (16) photos. Only the first four (4) submissions in each category will be judged.

A title and short description are optional for each photo submission but are encouraged. Photos submitted for each category are welcome to have students included in any shots. For a photo in which a person is recognizable, entrants must obtain written consent from such subject, or, in the case of a minor, the subject's parent or guardian, and be prepared to provide the "UNCF Photography Subject Release" from the subject or, in the case of a minor, the subject's parent or guardian, to UNCF upon request. A copy of the "UNCF Photography Subject Release" is attached hereto. If the entrant is unable to provide any releases, UNCF, in its sole discretion, reserves the right to disqualify the submission, seek to secure the required releases, or permit the submission to remain in the Contest.

Submissions must adhere to the rules for the Contest. Copyrighted material, images generated using Artificial Intelligence (AI) or altered photographs will not be allowed. If the judges determine that a photographer has altered his or her photo, they reserve the right to disqualify it. No third party may own or control any content in the photos. The entrant certifies that he or she is the sole creator and copyright owner of the submitted photographs. The entrant further certifies that the submitted photographs do not infringe on any trademark, copyright, moral

rights, intellectual property rights, or rights of privacy. Each entrant must sign and submit with his or her photographs the “UNCF Photography Waiver and Release Form” attached hereto.

Please submit all photographs and any requested information through the official contest channels. Upload [here](#) or email to 2024_Ph.z0wq15epme5wqk2b@u.box.com.

All photos must meet the following formatting requirements:

1. **File Type:**
 - JPEG or PNG only
2. **Aspect Ratio:**
 - Aspect ratios of 4:3, 3:2, or 16:9 will be accepted.
 - Both portrait and landscape orientation are acceptable.
3. **File Naming:**
 - The file name must include the entrant’s name, school, and category (e.g., “JohnDoe_ClarkAtlanta_CampusShots_1.jpg, JohnDoe_ClarkAtlanta_CampusShots_2.jpg, JohnDoe_ClarkAtlanta_CampusShots_3.jpg,” etc.)
4. **Color Space:**
 - Submissions should be in RGB.
5. **Editing/Manipulation:**
 - Basic editing is allowed, such as brightness, contrast, cropping, or color correction.
 - Photo manipulation is expressly prohibited, like adding/removing elements or using filters that distort the integrity of the original image.
6. **Minimum Resolution:**
 - **300 dpi** (dots per inch) to ensure print quality if used for future campaigns.
 - Minimum of **2,000 pixels** on the shortest side (e.g., 2000x3000 pixels for 3:2).
7. **File Size:**
 - Maximum file size: **10 MB**.
 - Minimum file size: **2 MB** to ensure clarity and quality.

Entrants retain the rights to their photograph(s). However, by entering the contest, each entrant grants UNCF a royalty-free, world-wide, perpetual, non-exclusive license to publicly display, distribute, reproduce and create derivative works of the entries, in whole or in part, in any media now existing or later developed, for any purpose, including, but not limited to, promotional or advertising purposes. UNCF will not be required to pay any additional consideration or seek any additional approval in connection with any such uses.

By entering the Contest, you consent to UNCF's use of your name and email address for further communications regarding the Contest.

4. Judging, Scholarship Awards, and Disqualification

Photo entries will be judged based on the criteria outlined in the "Photography Contest Evaluation Rubric" attached hereto. The judging panel will consist of three (3) UNCF employees from the Scholarships & Programs department and the office of Branding, Marketing and Communications. The judging panel will select three (3) winners in the Fall 2024 and three (3) winners in the Spring 2025 who will each receive a \$10,000 scholarship for a total of \$60,000 in scholarships. All scholarships are awarded as is and winners may not opt for the cash value of the scholarship. Additionally, all winners must qualify to receive a scholarship. Each winner further agrees to provide all necessary information for UNCF to send the scholarship award to his or her respective college or university. Entrants may submit photos during the Fall 2024 and Spring 2025 entry periods of the Contest. However, entrants are only eligible to win based on photos submitted in the Fall 2024 **OR** Spring 2025 entry period, not both.

The winners selected in Fall 2024 will be announced on January 27, 2025. The winners selected in Spring 2025 will be announced on March 17, 2025. UNCF will notify winners via the contact information provided at the time of entry. UNCF reserves the right to disqualify anyone who fails to respond to the notification within ten (10) business days. In the event a winner is deemed ineligible, UNCF will award that person's scholarship prize to the entrant with the next highest score according to the points calculated. If the scores from the grading rubric result in a tie, the judging panel will cast a deciding vote, with each judge receiving one vote to break the tie. All decisions made by the judging panel are final. UNCF reserves the right to disqualify any entry deemed inappropriate or non-compliant with contest rules. Participants may contact the following representative for a list of the winners: Rasheem Rooke, Assistant Vice President, Program Management, Email: rasheem.rooke@uncf.org.

5. Conditions of Entry

Entrants will at all times indemnify, defend, and hold harmless UNCF including its officers, directors, employees and agents (the "Indemnified Parties") thereof from and against any and all claims, damages, liabilities, costs and expenses (including, without limitation, reasonable attorneys' fees), arising in connection with entrant's participation in the Contest and acceptance or use of a prize. The Indemnified Parties are not liable for any costs, damages, injuries, or other claims incurred because of entrants' participation in the contest or winner's acceptance and usage of a prize.

The contest is void where prohibited or restricted by law. UNCF further reserves the right to cancel the Contest or modify these rules at its discretion.

UNCF Photography Waiver and Release Form

I, the undersigned, hereby grant the United Negro College Fund, Inc. (UNCF), its affiliates, successors, licensees, and assigns, the irrevocable, royalty-free, non-exclusive, worldwide right and permission to use, reproduce, modify, publish, and distribute the photographs I have submitted as part of the UNCF 80th Anniversary Photo Contest (the “Photos”) for promotional, marketing, educational, or other lawful purposes.

By signing this waiver, I affirm and agree to the following terms:

1. **Ownership and Originality**

I represent that I am the sole owner of all rights in the Photos and that the Photos are my original work. I confirm that no third party has any ownership rights or claims to the Photos.

2. **Consent for Use**

I authorize UNCF to use, adapt, publish, display, reproduce, modify, distribute, and/or create derivative works of the Photos in any format or medium, including but not limited to print, digital, social media, video, and online platforms, for promotional, educational, and fundraising purposes. This permission includes the right to publicly display and distribute the Photos without restriction and without compensation.

3. **Release from Liability**

I release UNCF and its officers, employees, agents, and representatives from any and all claims, liabilities, and demands arising out of or in connection with the use of the Photos, including but not limited to claims of invasion of privacy, defamation, copyright infringement, or any other cause of action.

4. **Consent of Individuals Depicted**

I affirm that I have obtained written consent from all individuals appearing in the Photos, granting permission for their likeness to be used by UNCF as outlined in this waiver. I agree to provide copies of such consent upon request.

5. **Modification Rights**

I acknowledge that UNCF may edit, alter, crop, or modify the Photos at its discretion, as necessary for promotional purposes, and that UNCF is not required to seek my approval before using the Photos in this way.

6. **No Compensation**

I understand that I will not receive any monetary or other compensation for UNCF’s use of the Photos.

7. **Agreement Duration**

This waiver and release is perpetual, worldwide, and binding on me and my heirs, successors, and assigns.

8.

By signing below, I confirm that I have read, understand, and agree to the terms of this waiver and release.

Photographer's Signature: _____

Printed Name: _____

Date: _____

Email Address: _____

UNCF Photography Subject Release Form

(MAKE AS MANY COPIES AS NEEDED)

I, the undersigned, hereby grant permission to _____ (photographer) and the United Negro College Fund, Inc. (UNCF), its affiliates, successors, licensees, and assigns, to use my likeness in photographs taken by [Photographer's Name] as part of the UNCF 80th Anniversary Photo Contest (the "Photos"). I understand that these Photos may be used for promotional, marketing, educational, or other lawful purposes by UNCF.

By signing this release, I affirm and agree to the following terms:

1. Consent for Use

I authorize [Photographer's Name] and UNCF to use, publish, display, reproduce, modify, distribute, and/or create derivative works of the Photos in which I appear, in any format or medium, including but not limited to print, digital, social media, video, and online platforms, for promotional, educational, and fundraising purposes.

2. Release from Liability

I release [Photographer's Name], UNCF, and its officers, employees, agents, and representatives from any and all claims, liabilities, and demands arising out of or in connection with the use of the Photos, including but not limited to claims of invasion of privacy, defamation, or any other cause of action.

3. Modification Rights

I acknowledge that UNCF may edit, alter, crop, or modify the Photos at its discretion, as necessary for promotional purposes, and that UNCF is not required to seek my approval before using the Photos in this way.

4. No Compensation

I understand that I will not receive any monetary or other compensation for the use of the Photos by UNCF.

5. Agreement Duration

This release is perpetual, worldwide, and binding on me and my heirs, successors, and assigns.

By signing below, I confirm that I have read, understand, and agree to the terms of this release.

Subject's Signature: _____

Printed Name: _____

Date: _____

Email Address: _____

Photographer's Name (if applicable): _____

Which photo contest categories did the subject appear? Please circle the category name(s) below.

Academic Life

Campus Shots

Greek Life

Sports

Student Life

This is HBCU

**CAPTURE THE CULTURE:
UNCF 80TH ANNIVERSARY PHOTO CONTEST
Parent or Legal Guardian Consent Form**

United Negro College Foundation, Inc.'s (UNCF) Capture the Culture: UNCF 80th Anniversary Photo Contest (the "Contest") is open to legal residents of the fifty (50) United States and the District of Columbia who are 18 years of age or older at the time of entry and who are registered students at a Historically Black College and University (as listed at: <https://uncf.org/member-colleges>). Alabama and Nebraska residents under 19 years of age, Mississippi residents under 21 years of age, and residents of other states where the legal age of consent is over 18 must submit a signed and completed Parent or Legal Guardian Consent Form in addition to their photo submission(s). Any photo submission(s) from such contestants that are not accompanied by a properly signed and completed Parent or Legal Guardian Consent Form will be considered incomplete and will not be accepted.

Full name of parent and/or legal guardian: _____

I am the lawful parent and/or legal guardian of: _____

Age of Minor/Contestant: _____

By checking this box, I affirm Contestant has my consent and permission to items 1–4 below.

1. Enter and participate in the Contest. I acknowledge that I have read and understand the attached Contest Rules, and that I and the Entrant will be bound by these Contest Rules.
2. Allow Contestant's full name and age to be displayed along with their entry submission to the Contest.
3. I confirm that Contestant will report any prize winnings to all relevant federal, state, and local tax authorities as may be required.
4. Any personal information collected during the course of the Contest will be used for administering this Contest, or as otherwise set out in the Contest Rules. Except where prohibited by law, participation in the Contest constitutes Contestant's and their parent's or legal guardian's consent to the storage, use and disclosure of the Contestant's entry details as set out in the Contest Rules.

Parent and/or Legal Guardian Contact Information

Number/Street Address and Apt. # _____

City, State, Zip, Country _____

Email/Telephone Number _____

Signature of Parent and/or Legal Guardian _____

BY SIGNING ABOVE, I HEREBY CERTIFY, that I am the parent and/or legal guardian of the minor listed above, and I agree to the terms of this Consent Form and Contest Rules.

Photography Contest Evaluation Rubric

Photo File Name: _____

Criteria	Description	Points Available
Relevance to Category	Does the photo clearly align with the category’s description and required elements (i.e., signage, academic engagement, etc.)? Are all mandatory shots from <i>Campus Shots</i> and <i>Academic Life</i> included?	0-10 points
Creativity & Originality	How unique and creative is the composition? Does the photo provide an original perspective or capture a fresh interpretation of the category?	0-10 points
Technical Quality	Is the photo clear, well-composed, and properly exposed? Does it show attention to focus, lighting, and balance?	0-10 points
Composition	Does the framing of the shot enhance its subject matter? Are elements within the frame well-arranged to create a visually appealing image?	0-10 points
Emotional Impact	Does the photo evoke an emotional response (e.g., pride, joy, excitement, nostalgia)? Does it connect with the viewer?	0-10 points
Storytelling	Does the image tell a story or communicate a narrative related to the student's experience at their HBCU (especially for <i>This is HBCU</i> and <i>Student Life</i> categories)?	0-10 points
Adherence to Submission Guidelines	Were the correct number of photos submitted per category? Does the submission meet the technical and thematic requirements (i.e., number of photos, inclusion of students when required, etc.)?	0-5 points
Overall Impact	How strong is the overall impact of the photo, considering all factors above? Does it stand out among other submissions in its category?	0-5 points

Total Points Available: 70

Scoring Breakdown

- 60-70 points: Excellent – The photo exceeds expectations in all areas.
- 50-59 points: Very Good – The photo meets most of the criteria, with minor weaknesses.
- 40-49 points: Good – The photo is solid but may lack in one or two areas.
- 30-39 points: Satisfactory – The photo meets basic requirements but has notable weaknesses.
- Below 30 points: Needs Improvement – The photo does not meet several of the contest's expectations.

Special Considerations

Bonus Points (up to 5 points): Judges can award bonus points for outstanding work that goes above and beyond the normal expectations, such as exceptional creativity, powerful storytelling, or technical mastery.

Break a Tie

In the event of a tie: If scores from the rubric result in a tie, the judging panel will cast a deciding vote, with each judge receiving one vote to break the tie.