

# COGG Propaganda Artwork Competition V1.2 Guide Document

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## 1. Overall idea

The ceo and directors board of COGG have organized an art contest. All members of the Central Omni Galactic Group are able to participate.

The overall idea is to show your love for COGG by making a propaganda artwork piece. It should be whatever you like to create, from funny, inspirational, motivating, etc. It could be a real-world drawing, but it can also be something made with Photoshop/another editing program.

## 2. Timeframe

The event will take place in November 2017. The duration will be the entire month of November.

## 3. Promotion campaign

[Eve.pics](#) will be featuring the artwork contest in one of its articles. The propaganda contest winner can be interviewed and the interview can be placed on eve.pics. After the artwork competition all the sent in artwork will be featured on eve.pics, with the proper COGG and eve.pics watermarks and trademarks.

## 4. Prizes

### 4.1.Prize categories

- First prize artwork competition; **1,5 billion ISK**
- Second Prize artwork competition; **750 million ISK**
- Third prize artwork competition; **500 million ISK**

#### Also;

- Best COGG meme; **375 million ISK**
- Gold star for effort; **375 million ISK**
- Top Quality; **375 million ISK**
- Most Funny; **375 million ISK**
- Best recruitment artwork; **375 million ISK**
- Most original; **375 million ISK**

#### \*Special;

- Best judge artwork; **750 million ISK**



## 5. Judging criteria

- **First second and third prizes;**  
Each judge will give a piece of artwork a maximum rating of 10 COGGs (stars). The artwork piece with the most COGGs total will be the winner. Artwork pieces with the same number of COGGs will be debated by the judges. An artwork piece can get a max score of 40.
- **Best COGG meme;**  
A 'meme' is a virally-transmitted cultural symbol or social idea. The best meme will be the meme that all judges find the 'best'.
- **Top Quality;**  
The sharpness of an artwork/drawing and the amount of detail.
- **Gold star for effort;**  
It's the effort that counts - an honorable reward for the pilot who tried.
- **Most Funny;**  
The sent-in artwork piece that is the funniest, according to the judges.
- **Best recruitment artwork;**  
The sent-in artwork piece that is best suited to be used as a recruitment advertisement.
- **Most original;**  
The artwork piece that features the most original content, according to the judges.
- **\*Special, Best judge artwork;**  
The 4 judges will compete against each other for this prize. Each judge will grade the other judge's artwork. A judge cannot grade his/her own artwork piece.  
Each artwork piece can only get a max score of 30 COGG's.

Judges;

- Serena Anderson
- Momiji Sakora
- Hannahj
- MrStinkySlippers

## 6. Contact information

All artwork pieces should be linked in the COGG Discord chatroom `cogg_creative`.  
Comment the artwork piece as `cogg_contest_2017`, plus add your ingame Eve name.  
You can send in as many art pieces as you like!

All questions can be sent to Serena Anderson, via Eve Online ingame mail client.

