



Prospectus for an Exhibition of Artwork Executed in a Dry Medium

The Southern California Artists Association is pleased to announce the 2009 dry media exhibition: "Pastel Plus"... opening **Saturday, May 16th** and ending **Sunday, May 31st, 2009** in the SoCal Artists studio, Laguna Beach, CA. This is an exhibition for Artwork completed in a predominantly Dry Medium and is open to any artist residing in the US and over the age of 18. Only original art will be accepted. No multiple reproductions or Giclées will be eligible, except as a ground or underpainting as defined below.

For the purposes of this exhibition **Dry Media** is defined as work that is completed with 80% or more of a dry medium. Examples include: Soft and Hard Pastels, Chalk, Charcoal and Pencil. A colored ground or underpainting may be established with other mediums, including watercolor, gouache, oils, hand-pulled prints and acrylic. However the completed work must be representative of dry media. Oil pastels are not considered in this category, but may be used to establish a ground color or as underpainting.

Entry Categories: Artists may choose to enter in either the **Professional** or **Non-Professional** category, regardless of whether or not they derive income from their artwork. The jurors will be made aware of which category each artist has chosen and will score them accordingly. All work must be framed and wired to hang.

Maximum Size, Number of entries and Entry Fees: The total of the height and the width of the original, unframed, un-matted, artwork may not exceed 52 inches. For example: 26 by 26 inches, 22 by 30 or 12 by 40 inches would all be at the maximum allowable size. There is no minimum size. A maximum of 3 works may be submitted for entry by each artist. Entry fees (For up to 3 entries) are: \$35 for Non-Professional and \$65 for Professional.

Entry Period: The online submittal period opens Wednesday, April 15th at 8 a.m. and closes at 12 midnight, Sunday, April 26th.

Format for Submittal: Submissions must be in jpeg file format at 72 dpi, per the **ZAPP™** digital art specification. (see page 3 for ZAPP™ specification details) Submitted artwork must be uploaded to the SoCal Artists website, utilizing the online entry system. To enter select the "Enter Current Exhibition" menu on the home page to begin the process. An **Entry Receipt** will be generated during the submittal process and must be printed out and sent with entry fees, to: SoCal Artists, PO BOX 4812 Laguna Beach, CA 92652-4812, via US Mail and postmarked on or before **Monday, April 27th**. Artists should keep a copy of this form for their files.

Jurors: The jurying for entry and awards for this exhibition will be done by 2 or 3 independent jurors. The key artist-juror is **Ms. Sally Strand**, an internationally acclaimed artist working in dry pastel and other mediums. (Website: www.sallystrand.com) Additional jurors will be selected during April and all Juror's biographies and, if practical, samples of their work, will available during the exhibition.

Notice of Acceptance or Non-Acceptance: Artists who have submitted the printout of the Online Entry Receipt and Entry Fee will be notified by email of the acceptance or non-acceptance of each piece they have submitted on or before **Monday, May 1st**. If no notice is received by noon of May 2nd, submitting artists should contact the SoCal Artists office, via email at info@socalartists.org. For additional schedule details please refer to our websites online **Master Calendar**, which is updated constantly.

Art Delivery: Juried-in artwork must arrive at the SoCal Artists studio before **6 pm, Monday, May 11th**. Shipped artwork must be in sturdy, reusable containers and sent via UPS, Fed-Ex or equivalent. Adequate return postage or prepaid shipping must be included. The address for hand-delivered and shipped artwork is **3251 Laguna Canyon Road #F3, Laguna Beach, CA 92651**, Voicemail: (949) 715-6767. A \$10 re-packing fee must accompany each individual shipped piece of art. Should a piece be sold during the show, these fees will be returned. Hours that the Studio is open for hand delivery will be posted on our online Master Calendar, which is accessible 24/7 from our website at: www.socalartists.org

Scoring: After the show is hung and lighted, Jurors will score for awards by assigning points in each of the following criteria: Originality/Concept, Composition, Color/Value and Use of Chosen Medium. Final awards will be based upon the cumulative score of all three judges. Ties will be resolved by a second viewing of available judges. A pdf file, documenting the jurors scores, will be available for review on the SoCal Artists website after the show opens.

Insurance and Liability: Although care will be taken in handling of entries, SoCal Artists accepts no responsibility for damage of work submitted to the competition, which is improperly framed or packaged for handling. SoCal Artists is not responsible for lost or damaged digital entries or actual artwork.

Reproduction and Promotion: SoCal Artists reserves the right to retain copies of submitted digital images and document submitted works for publicity, educational and record-keeping purposes.

Commission and Sales Tax: All work must be for sale, with 70% of sales income to the artist and 30% to SoCal Artists. CA sales tax will be collected and forwarded to the State of California by SoCal Artists. All payments will be processed and mailed within 30 days of the close of the show.

Awards: Ribbons will be awarded in both professional and non-professional categories. There will be cash prizes for the professional category, with award amounts dependent upon the number of professional entries.

Communications: All communications for this exhibition must be by email to info@socalartists.org.

Important dates and information to remember:

- Online submittal opens at 8 a.m. Wed. April 15th and closes at 12 midnight Sunday, April 26th.
- Entry forms and appropriate entry fees **must** be mailed to PO Box 4812, Laguna Beach, CA 92652-4812 and **must** be postmarked on or before Monday, April 27th (No late entries or hand deliveries).
- Notification of accepted entries will be sent, via email, on or before Monday May 1st.
- Deadline for all delivery of artwork to studio: Monday, May 11th, before 5 p.m.
- Ship directly to 3251 Laguna Canyon Road. #F3, Laguna Beach, CA 92651 Voicemail: (949) 715-6767
- Opening Reception: Saturday, May 16th from 6 to 9:00 p.m.
- Exhibition also open Sunday, May 17th from 12 to 6 p.m.
- Additional times this exhibition will be open to the public will be listed on the SoCal Artists Master Calendar, accessible from our website.
- Pick-up of unsold artwork begins Monday, June 1st 12 to 5 p.m. Additional P/U times to be announced
- Unsold work that was shipped will be return-shipped the week of June 1st, 2009.

Agreement: Submission to this exhibition constitutes an agreement to the conditions above. Thank you for submitting your artwork to Pastel Plus.

The SoCal Artists Exhibitions Committee

Southern California Artists Association - Artwork Submission Specifications

This sheet covers the ZAPP™ submittal specification, which is becoming the standard in the art exhibition world. With your artwork formatted this way you will be prepared to enter many art competitions, including all of the future SoCal Artists exhibitions.

SoCal Artists puts on periodic **Artwork Preparation Seminars**, which are scheduled prior to our exhibitions. The next seminar is scheduled for **Saturday, April 11th** at 10 a.m. Contact us at: info@socalartists.org to reserve a spot.

The ZAPP™ Specification is as follows:

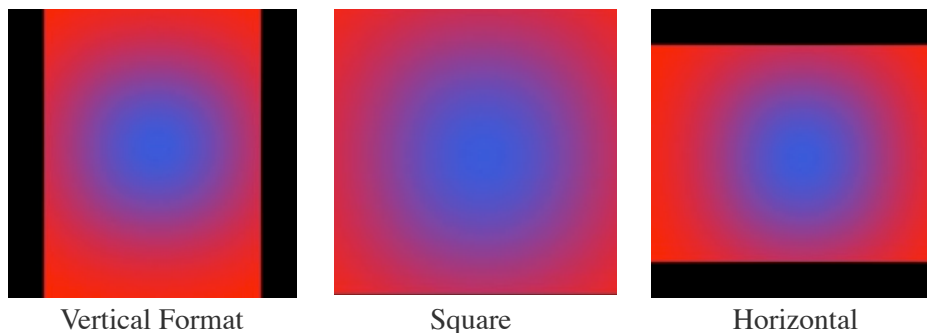
Overall Dimensions: 1920 Pixels horizontally by 1920 Pixels vertically, with black bars required to create a square format (see image examples below). **File Format:** JPEG at 72 dpi (dpi stands for dots per inch and is interchangeable in most cases with pixels per inch)

Here's how it's done:

Image size: Using an image editing program, such as **Adobe Elements™** you will resize your submittal to be a **1920 by 1920 pixel** square, with a resolution of **72 dpi**. Here's how:

First: You resize your image so that the **longest edge of the Artwork** is 1920 pixels, and is at a resolution of 72 pixels per inch (or dots per inch... or dpi).

Second: You change the **shortest edge of the Canvas** to 1920 pixels. This will result in a file that is the correct 1920 x 1920 pixel dimensions. The additional canvas background color should be set to black. The work should look like one of these:



If your image is vertical you must have black vertical bands on the left and right. If your image is horizontal you must have black horizontal bands on the top and bottom. If it's a perfect square, no bands.

Note: It is important to remember that you change the size of the artwork first and then adjust the size of the Canvas second. This is where most of the mistakes of the ZAPP™ system are made. Best of luck!