

Go Figure - High Impact!

Prospectus for a juried exhibition of two-dimensional figurative work

The Southern California Artists Association is pleased to announce the 2009 figurative exhibition: Go Figure - High Impact!... opening **Saturday, August 22nd** and ending **Monday, September 7th**, in the SoCal Artists studio, in Laguna Beach, CA. This is a juried exhibition of original artwork completed in a 2-D medium and is open to any artist residing in the US over the age of 18. Only original art or hand-pulled prints will be accepted. No multiple digital reproductions or Giclées will be eligible. Fine Art Photography will be accepted, but the work must be from a hand-numbered, limited edition of less than 100.

Theme: The theme for this exhibition is **High Impact!** and our jurors will be looking for artwork that takes full advantage of the dynamic psychological and artistic effect of the human form in all its variety and emotional complexity. We hope to see fresh, diverse and innovative interpretations of the subject.

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/judges will be aware of which of these 2 categories each submitted piece is in and will score them accordingly.

Maximum Size, Number of Entries and Entry Fees: The total of the height and width of the unframed artwork may not exceed 72 inches. For example: 36 by 36 inches, 32 by 40 or 18 by 54 inches would all be at the maximum allowable size. There is no minimum size. Any number of works may be submitted for entry by each artist.

Entry fees are per individual piece entered: \$20 per piece for SoCal Artists members in the Non-Professional category, \$30 for Professional. Non-Member entry fees are \$30 per piece for the Non-Professional category and \$40 per piece for Professional. Artists may join the association at the time of entry to enjoy the reduced member's rate. Membership applications are available from the SoCal Artists website under the Downloads/Spatter Menu. Contact us at info@socalartists.org for further information.

Entry Period: The online submittal period opens Tuesday, July 14th at 8 a.m. and closes at 12 midnight, Tuesday, August 4th. All times are Pacific Daylight Time. There will be no mailed or hand-delivered entries accepted. **Note:** All communication for this exhibition must be by email to: info@socalartists.org

Format for Submittal: Submissions must be in jpeg file format at 72 dpi and in RGB color format, this is per the **ZAPP™** digital art specification. (see page 3 for details) Submitted artwork must be uploaded through the SoCal Artists website utilizing the online entry system. To begin the entry process select the "Online Submittal" menu on the SoCal Artists home page at www.socalartists.org

An **Entry Receipt** will automatically be generated at the end of the submittal process. This receipt must be printed out and sent with appropriate entry fees to: SoCal Artists, PO BOX 4812 Laguna Beach, CA 92652-4812, entries must be sent via US Mail and postmarked on or before **Wednesday, August 5th**. Artists should keep copies of these forms for their own reference.

Jurors: The jurying for entry and judging for awards for this exhibition will be done by 3 independent jurors. The distinguished jurors for this exhibition are Mr. Jeffrey Horn, Ms. Ellen Rose and Mr. Joseph Todorovitch. Juror's biographies and samples of their work, will be on display 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 **Friday, August 7th** at 2 p.m. If no notice is received by noon of August 8th,

submitting artists should contact the SoCal Artists office, via email at info@socalartists.org. For additional schedule details please refer to our website's **Master Calendar**, which is updated constantly.

Art Delivery: Juried-in artwork must arrive at the SoCal Artists studio before 6 p.m., **Tuesday, August 18th**. Shipped artwork should 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**, Phone: (949) 715-6767.

A \$10 repacking 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 All work submitted must be framed and wired to hang.

Scoring and feedback from the Judges: After the show is hung and lighted, judges will score for awards by assigning 1 to 10 points in each of the following criteria: Originality/Concept, Composition, Color/Value, Use of Chosen Medium and the application of the High Impact! theme. Final awards will be based upon the cumulative score of all three judges. If necessary, ties will be resolved by a review of the scores by available judges. A pdf file, documenting the scores, will be available for review on the SoCal Artists website after the show opens. In this document each Judge will be identified by number only.

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 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 and levels of sponsorship.

Agreement: Submission to this exhibition constitutes an agreement to the conditions of this prospectus.

Important dates and information to remember:

- Online submittal opens at 8 a.m. Tuesday, **July 14th** and closes at 12 midnight Tuesday, **August 4th**.
- 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 Wednesday, **August 5th**.
- Notification of accepted entries will be sent, via email, on or before Friday, **August 7th**.
- Deadline for all delivery of artwork to studio: Tuesday, **August 18th**, before 6 p.m.
- Ship directly to **3251 Laguna Canyon Road. #F3, Laguna Beach, CA 92651** Voicemail: (949) 715-6767
- Opening Reception: Saturday, **August 22nd**, from 6 to 9 p.m. Awards to be announced at 7:30 p.m.
- The exhibition is also open Sunday, **August 23rd**, from 12 to 6 p.m.
- Additional times this exhibition will be open to the public will be listed at the reception and on the SoCal Artists **Master Calendar**, which is accessible from our website.
- Go Figure - High Impact will close on Monday, **September 7th** (Labor Day)
- Pick-up of unsold artwork begins Tuesday, **September 8th**, from 3 to 6 p.m. Other P/U times to be announced
- Unsold shipped-in work will be return-shipped the week of September 8th - 11th.

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 **Sunday, July 12th** at 11 a.m. Contact us at: info@socalartists.org to reserve a spot.

The ZAPP™ Specification is as follows:

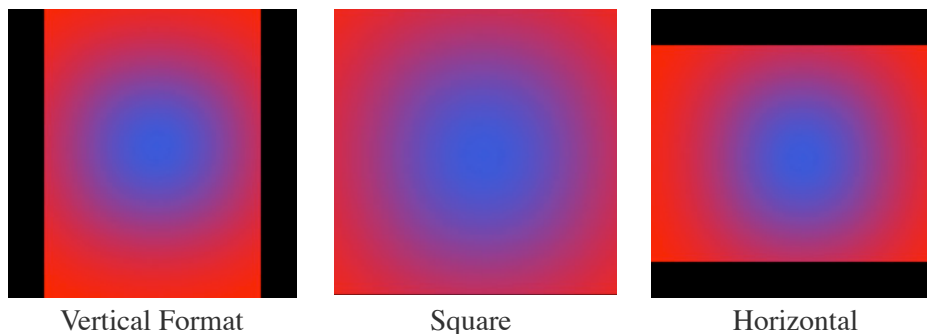
Overall Dimensions: 1920 Pixels horizontally by 1920 Pixels vertically, with black bars required to create a square format (see image examples below). **File Format:** JPEG at 72 dpi (dpi stands for dots per inch and is interchangeable in most cases with pixels per inch)

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's important to keep in mind that you should change the size of the artwork first and adjust the size of the Canvas second. This is where most of the mistakes within the ZAPP™ system are made.

Thank you for submitting to Go Figure - High Impact!

The SoCal Artists Exhibitions Committee