



ENTRY SUBMISSION GUIDE

Las Vegas

Deadline: March 8th, 2019 at 11:59pm MST

Submission Link: CallForEntry.org

Table of **CONTENTS**

What is our **MISSION?** 3

WHO is eligible? 4

MATERIALS to submit? 5

Image **REQUIREMENTS** for submission 6

CROPPING & RESIZING your art 7

ARTIST selection process 8

If your art is **CHOSEN** 8



Art + **Public Outdoor Project** = **ArtPop**

Our **MISSION:**

To promote
LOCAL ARTISTS' work
& make art accessible
to communities
through available
media space.

WHO is eligible?

Becoming an ArtPop artists means gaining career-boosting exposure. Selected artists receive upwards of 70K in free advertising space. This year, we will be selecting 7 Las Vegas artists to receive this media space. All disciplines are welcome! Previous artists have submitted drawings, paintings, sculpture, print making, textiles, photography, digital illustration, etc. [See the eligibility guidelines below:](#)

- You must be at least 18 years old and pursuing art as a career.
- You must have an active artist website for your artwork.
- You must provide an artist statement (CV highly encouraged).
- You must reside in Clark County, NV.
- You may not have been selected as an ArtPop artist in the last three years.
- Submissions must be the work of one individual.
Collaborations/teams will not be accepted.
- Submissions must be your original work and must have been created in the last three years.
- All disciplines are welcome! If your work is not digital in nature, please photograph and crop your work.

MATERIALS

to submit:

You will need the following materials to submit your application:

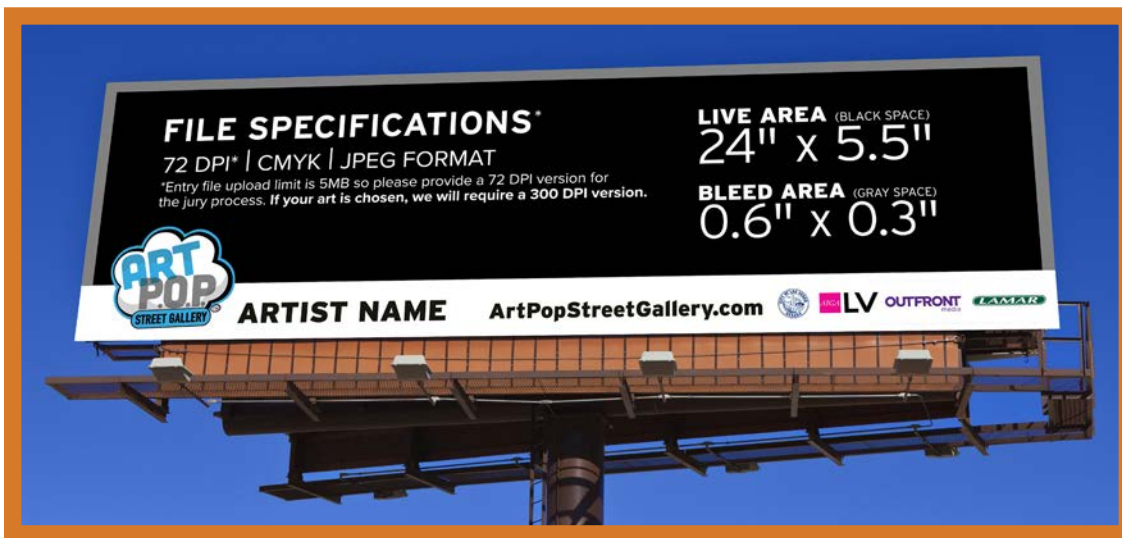
- A brief artist statement that explains your **medium of work**, list your **website URL** and **social media accounts**, and a brief explanation of why you would like to be a part of the **ArtPop program**.

- You must provide an **artist statement (CV highly encouraged)**.

- A **5MB maximum** file size image of your work. See further instructions on page 6.

Image **REQUIREMENTS** for submission:

- All disciplines are welcome! Previous artists have submitted drawings, paintings, sculpture, print making, textiles, photography, digital illustration, etc. If your work is not digital in nature, please photograph and crop your piece to a 24" x 5.5" rectangle. Your work must be pre-cropped in order to be accepted. We will not crop your work to scale.
- Work depicting nudes or any slanderous creative will **not** be accepted.



FILE SPECIFICATION CHECK LIST

- 72 DPI*
- 5MB MAX FILE SIZE
- CMYK COLOR MODE
- LIVE AREA: 24" x 5.5"
- BLEED AREA: 0.6" x 0.3"

*Entry file upload limit is 5MB so please provide a 72 DPI version for the jury process. **If your art is chosen, we will require a 300 DPI version.**

CROPPING and RESIZING your art

This part requires a little [Photoshop](#). If you do not have access to Photoshop, there is a free alternative called [GIMP](#) available at [gimp.org/downloads/](#). The two programs are very similar. You can follow the instructions below.

CROP (FRAME) YOUR IMAGE

1. After downloading the software, open **GIMP** and select **File > Open** to open the file you wish to crop and resize.
2. The file opens in a new editing window. Select the rectangular icon from **The Gimp window**.
3. Move your mouse to the image window and select the area you wish to crop.
4. Now select **Image > Crop Image** and the image will be cropped to the selection you made.

RESIZE YOUR IMAGE

1. To resize the image, click **Image > Rescale Image**.
2. Enter the requested width and then click **Scale**. The image will be resized and the height will be automatically rescaled using the width you chose.
3. You may now save your file using **File > Save As**.

If you need further assistance, try the built-in help by clicking Help in The GIMP window.

THINK CREATIVELY about how to best represent your work on a billboard!



If you are not comfortable with technology or unfamiliar with this process, seek out a professional photographer or graphic designer who understands the specs so your submission looks great! We recommend the paid services of Melody Roberts at melody@outofhomecreative.com.

Artist SELECTION

A jury comprised of local art professionals, collectors, and ArtPop alumni will judge all submissions that meet aforementioned requirements. Seven submissions will be selected. Winners will be notified by the end of March.



If your art is CHOSEN

CONGRATULATIONS! You're now among 297 artists around the country who are ArtPop artists. We will inform you via email or by phone by the end of March, if you have been chosen. Look out for an [ArtPop Artist Welcome Kit](#) with additional instructions.

Selected artists will receive specific instructions regarding the best way to provide us with a final high-quality photograph of their artwork according to the required specs.

You must be available on the evening of Friday, April. 5, 2019 to attend the [ArtPop Artist Reveal Reception](#) event which will be held in Downtown, Las Vegas. You will be allowed to bring one guest.

The 7 ArtPop billboards are expected to be installed the first week of May, 2019.