



#ArtPopPocono Announces Call for Entries for 2018 Street Gallery



The third annual #ArtPopPocono competition is here to shine the spotlight on the talented local artists in Northeastern Pennsylvania by placing their work on available billboards throughout the region. Local artists in all mediums are invited to submit entries for five available billboards circulating the region in 2018.

ArtPop is a 501(c)3 non-profit organization that works with local arts councils and media companies to promote local artists and give them a voice, create public street galleries and energize residents' commutes. Currently, ArtPop is on the streets of 14 cities in 9 states and growing quickly! 205 artists have been featured in the program since 2014. **Art + Public Outdoor Project = ArtPop**

#ArtPopPocono is open to local artists living or working in Monroe, Pike, Wayne, Lackawanna, and Luzerne counties and the Slate Belt area of Northampton County. Artists should send a hi-resolution digital file of the artwork they wish to submit, following the guidelines below. Five artists will be chosen by the Pocono Arts Council and ArtPop selection committee.

Guidelines:

- Artists should keep in mind the very strict adherence to specifications as outlined below.
- All art is subject to approval and no offensive or slanderous work will be accepted.
- Artists must provide production work. Artwork that does not meet the specification requirements will not be accepted.
- ArtPop cannot guarantee locations, and will rotate through available locations in the market for up to one year.
- Artists must be 18 years of age or older. We are looking to grow the careers of artists. Serious applicants working to be full-time artists should apply. Previous #ArtPopPocono winners must wait three years before submitting work.
- A YouTube video with specifics on how to size your entry is available at <https://www.youtube.com/watch?v=jswv-RuszI> **Please note that the size needed for the billboards in this market is 1716 x 425 px, as opposed to 1920 x 500 px as indicated in the video. Please adjust accordingly.** The finished board will be 48' wide x 14' high.
- **An entry submission guide with additional information is available on line.**
- **File Requirements: Format: .jpg Resolution: 300 dpi Color Space: CMYK**
- There is a limit of two entries per artist.
- Please include the following information with your submission: Name, Complete Address, Phone Number, Email Address, Website, Social Media Channels, Title, Mediums, One Paragraph and a brief Bio. Entries should be sent via email to info@poconoarts.org – please put "ArtPop Submission" in the subject line.
- There is an entry fee of \$20 for PoconoArts Members and \$25 for Non-Members. The fee is payable online at www.poconoarts.org or via snail mail to Pocono Arts Council, 18 N. Seventh St. Stroudsburg, PA 18360.
- **Deadline for submission: December 1, 2017. Winners selected: week of December 4. Notification to winner: by December 14. Artists' Reception: December 20.**

For further information, visit www.artpopstreetgallery.com, <https://vimeo.com/161938226>, call 570-476-4460 or email info@poconoarts.org.



ENTRY SUBMISSION GUIDE

DEADLINE: December 1, 2017 11:59 PM EST
SUBMISSION LINK: Poconoarts.org

CROPPING and RESIZING Your Image*



If you are not comfortable with technology, seek out a professional photographer or graphic designer who understands the specs so your submission looks great.

This part requires a little Photoshop. If you do not have access to Photoshop there is a free alternative called GIMP. The two programs are very similar. <https://www.gimp.org/downloads/>

CROPPING YOUR IMAGE (FRAMING)

1. 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 YOU 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.



Dana Baldwin

ArtsPartners.net/ArtPop-Peoria



adams

