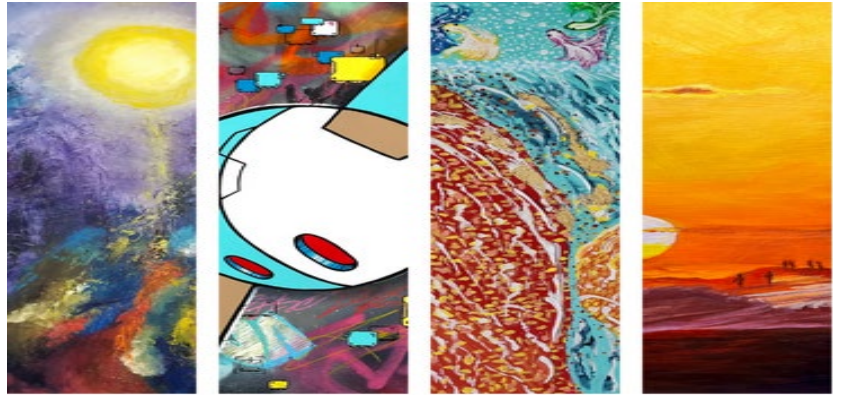


# COSTA MESA ART VENTURE



## Juried Art Exhibition Guide

2024

### ARTWORK SUBMISSION TIMELINE

\*\*\*No Entry Fee to Apply\*\*\*

**Application Opens:** June 3, by 8am

**Application Deadline:** July 3, by 11:59pm

**Acceptance Email:** July 26, by 6pm (check spam folders)

**Artwork Drop-off:** Monday, Tuesday and Wednesday, September 9-11, 2pm-8pm

Norma Hertzog Community Center (1845 Park Avenue, Costa Mesa)

*Artworks may be dropped off and picked up by someone other than the artist*

**Exhibition Dates:** September 14 through 22 at the NHCC, Schedule TBD

**Community Arts Day and Opening Reception for the Juried Art Exhibition:**

September 14, 11am-3pm at the NHCC

**Award Ceremony:** September 21 from 5pm-9pm at the Orange County Museum of Art

*The Award Ceremony is free but is a registration only event. All participating artists will automatically be put on the list for the event. All other attendees will need to register on Eventbrite.*

**Artwork Pick-up:** Sunday and Monday, September 22-23, 2pm-8pm at the NHCC

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# Rules & Guidelines

By submitting an application you are agreeing to the following rules and guidelines:

- ❖ All artwork entries must be original, made by the artist and completed within the last five (5) years.
- ❖ Artwork entries exceeding the maximum size will not be accepted.
- ❖ Artwork cannot differ from the uploaded image.
- ❖ Artworks that are a copy or similar to an existing artwork will be disqualified.
- ❖ Artworks created using Artificial Intelligence (AI), either partially or completely, may not be entered in the Juried Art Exhibition.
- ❖ Items previously shown at ARTventure will be disqualified.
- ❖ ARTventure is a juried competition. Not all artworks will be accepted.
- ❖ All artworks require photo upload(s).
- ❖ Display and location of the artworks are at the discretion of City staff. No piece will be accepted where an artist describes the conditions under which they will show their artwork or how it must be displayed.
- ❖ Artists are responsible for entering their artwork(s) in the correct category.
- ❖ Artwork must be finished; no incomplete or work in progress, or “wet” canvases will be accepted.
- ❖ Two-dimensional artworks composed of multiple separate pieces (diptychs, triptychs, etc.) are not allowed as one (1) submission unless framed together in one (1) frame within the stated size restrictions.
- ❖ Final acceptance of the artwork will be left to the discretion of City staff.
- ❖ ARTventure is a City run event funded by public dollars, and will not accept artwork dealing with drug use, obscenity, defamatory statements, violence or gang activity, satanic or cult themes or other offensive or objectionable content. This is at the discretion of City staff.
- ❖ Artworks not picked up on pick-up day become the property of the City of Costa Mesa and will be disposed of promptly.
- ❖ Hold Harmless: Although reasonable efforts will be undertaken to safeguard artists’ property against loss, damage or theft, the City of Costa Mesa will not be responsible for any loss, damage or theft of artists’ property brought on the premises during the dates of the ARTventure Juried Art Exhibition.

# Eligibility & Submission Limits

## **Eligibility for Adult Categories**

- Artists must reside in Southern California (includes the following counties: Imperial, Los Angeles, Orange, Riverside, San Bernardino, San Diego, Ventura).
- Artists may submit up to two (2) pieces of original artworks that were not exhibited in a previous ARTventure exhibition.
- All artwork entries must be original, made by the artist and completed within the last five (5) years.

## **Eligibility for Young Adult Category**

- Open to youth ages 10-17 (by September 1, 2024) who live in Southern California.
- Youth artists may submit up to two (2) pieces of original artwork.
- All artwork entries must be original, made by the artist and completed within the last two (2) years.

# Photographing Your Artwork for Submission

## **Digital photo submission of your submissions is required.**

- Digital images must be an accurate representation of the submission; misrepresented submissions will be disqualified and not exhibited.
- One (1) image for 2D work (drawings, paintings, mixed media, digital art).
- Up to three (3) images per sculpture or ceramic pieces may be submitted to show different views or angles.
- Please do not include a watermark or signature on the digital upload file; judging is to be blind.

## **Image Format**

- .jpeg, .jpg, or .png file formats
- iPhone users must change default HEIC (High Efficiency Image Container) camera setting to JPEG, or convert the image
  - Before you take your photo, open the “Settings” app, scroll to “Camera”,
  - Tap on “Formats” at the very top of the menu.
  - Select “Most Compatible” (JPEG).
  - There are also online sites that will convert HEIC to JPEG after the photo has been taken.
- Be sure that the image is rotated to be in an upright position and orientation.
- Maximum file size: 16 MB (megabytes)

## Image Filename for online application

- Image file names should not include any spaces, punctuation marks or non-English characters.
- There can only be a single period in the file name. The period separates the file name and the file format type jpg. For example, “entry1.jpg”.
- Please include in the file name: your name (last, first), (underscore\_) the title of the artwork (underscore\_) and the year you created it (period). Example: SmithJohn\_Artwork\_ Title\_2022.jpg

## Composition

Fill the camera frame with your artwork. As shown in the example images, try your best not to include the picture frame or any background elements.



YES

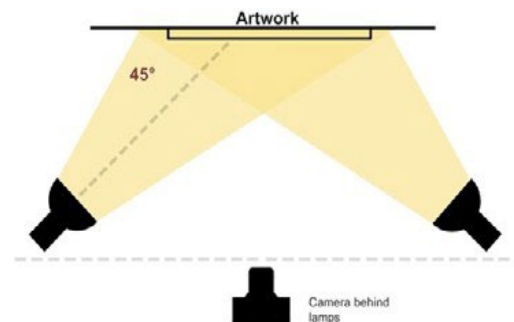


NOPE

## Proper Lighting

Whether you're indoors or outdoors, avoid harsh and midday direct light, which can cause glares and shadows. It can also lead to exposure difficulties for your camera.

**PRO TIP:** find a spot in the shade if you're outside or a well-lit room inside. The more natural light the better, so long as it's not direct. Bouncing a light source off a piece of white paper or cloth can help. If you're using natural light indoors, try placing a sheer curtain over a big, brightly lit window.



## Shadows and Glares

If your art is behind glass and you can remove it, do that. Otherwise, you'll need to adjust your lighting and shooting angles to minimize glare.

If you are able, hang your art on a neutral-colored wall (white, beige, etc.). You can also set the art on the ground and take the photo from above, but if the piece is large, you'll have to get pretty high up to capture the entire piece.

## Avoid Blurriness

To avoid blurry mobile photos, keep your smartphone steady. The more your camera moves about, the likelier you are to have blurry photos. Most phones have an image stabilization feature, check the settings and turn on that feature.

There are a few ways in which you can keep your phone steady. One way to do this is to support your arms and elbows for added stability. You can do this by holding your phone closer to your body instead of with your arms extended out. Alternatively, you can find a surface on which to support your elbows as you take your shots.

However, the best way to keep your smartphone or camera steady is to use a tripod. It allows your camera to be motionless and your photos will not suffer from any blur.



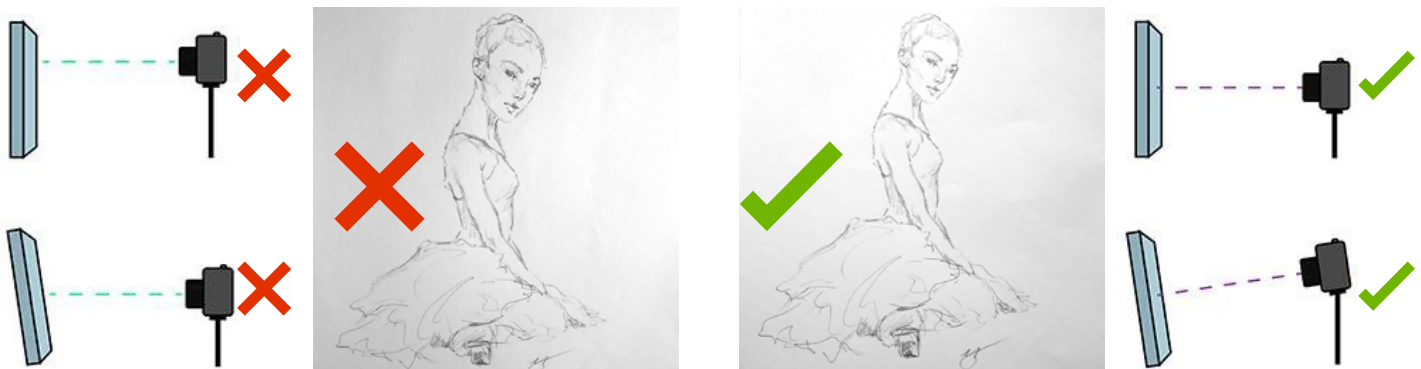
## Image Distortion

Make sure that your camera is parallel to your artwork. With mobile phones, it's very easy to have the angle off by a few degrees.

Turning on the Grid feature will help you ensure the lines aren't distorted. Here's how to do it:

- Launch your settings
- Go to the camera
- Switch on the grid option

Below is an example of angle distortion, where the camera was at a slightly wrong angle for the first image. You can see how it changes the proportions in the image and makes the upper body appear too big.



## Image Retouching

Final step is to use an image editor to fix these types of issues:

- Crop out anything that is not part of your artwork.
- Adjust the brightness to make sure the image isn't too dark or over-exposed.
- Fix any color issues, for example, if the photo is too warm or cold compared to the real-life piece.

## Additional Resources

[4 Steps to photograph your artwork like a professional](#)

[How to photograph ceramics and 3-dimensional products with one light](#)

[9 Common Mistakes when Photographing your Artwork with an iPhone \(and how to fix them\)](#)

# How to Submit Your Application

## Online and Paper Application Submission Deadline:

Wednesday, July 3, 2024 by midnight

## How to submit:

- Click on the link to go directly to the online application:  
<https://www.surveymonkey.com/r/NBYY9NK>
- To fill out a paper application, please go to the ARTventure webpage to download the PDF or Word application:  
[www.artventurecm.com](http://www.artventurecm.com)
- There are no team artwork submissions allowed.
- Enter the information carefully and proofread the name, title and description of each artwork submission for punctuation, capitalization and spelling to ensure accuracy for the exhibition display labels.
- Please note that all required questions (showing an asterisk) on the online application need to be filled out. If you feel the question doesn't apply to you, please type in N/A. If you do not do this, the online application may not submit correctly.
- Email will be used to send important information. Check your spam folders and [whitelist](#) emails coming from @costamesaca.gov
- For additional assistance, please contact Laurette Garner, Arts Specialist:

**Phone:** (714)754-5322

**Email:** [laurette.garner@costamesaca.gov](mailto:laurette.garner@costamesaca.gov)

## Pricing & Sale of Artwork

### **Pricing**

Entries may be marked NFS (Not For Sale) or For Sale by indicating the selling price \$\_\_\_\_\_ in your application. Consider painting, printing, materials and framing costs, and your time when pricing. Please indicate all pricing and NFS artwork(s) on your application.

### **Prospective Buyers**

No sale or acceptance of fees for artwork will be made by the City of Costa Mesa. Prospective buyers may fill out an **Interested in Purchasing Exhibited Art Form** (available during the exhibition hours) that will be forwarded to the artist at the close of the ARTventure exhibition on a first come, first serve basis.

The City of Costa Mesa does not take commission on artwork sold as a result of the ARTventure Juried Art Exhibition.

## Jury Panel Review & Selection Process

### **Selection Process (Staff Review)**

City staff will review all submitted artwork entries before the jury panel review, from the uploaded images, to determine if the submitted artworks adhere to the *Rules & Guidelines* presented in the *ARTventure Juried Art Exhibition Guide*.

If the application/artwork submissions do not adhere to *Rules & Guidelines*, applicants will be sent an email declining the submission(s) by the end of day on **July 8, 2024**. Please check your Spam/Junk folder.

### **Jury Panel Review**

Qualified jurors will be selected by the Arts Specialist to review all the staff approved artwork submissions and select the awardees for each category. The jury panel will consist of a minimum of three (3) jurors. The jurors are recognized authorities in the visual and fine arts fields.

The jury panel selects artwork for the exhibition, based on the quality and individual mastery of the medium, and will select the award recipients and honorable mentions for each category. The jury panel's decisions are final and cannot be protested.



## Judging Criteria

Entries are judged on originality, creativity, composition, technique, and presentation. Additional awards may be made at the discretion of each judge for outstanding entries that exhibit special qualities that the jury review panel feel deserve to be recognized.

**IMPORTANT:** The jury panel will make final selections based on the images of artwork submitted in the application process. Make sure the image depicts a true representation of the artwork.

## Acceptance for Exhibition

Only accepted artwork is to be delivered on the artwork drop-off day. The delivered artworks may still be declined for not complying with the competition rules and guidelines concerning size, weight, framing, and proper hanging hardware.

The number of accepted entries are based on the amount of exhibition space available and the quality of the artwork submitted.

# Awards & Definitions

## Award Categories

- People's Choice Award.....\$500
- Distinguished Award for Abstract Art.....\$400
- Distinguished Award for Fiber & Textile Art.....\$400
- Distinguished Award for Mixed Media.....\$400
- Distinguished Award for Photography & Digital Art.....\$400
- Distinguished Award for Representational Art.....\$400
- Distinguished Award for Three-Dimensional Art.....\$400
- Youth Art Award.....\$200

*\*\*\*Honorable Mention for each category (receives a gift at the Awards Ceremony)*

## **Award Definitions**

Abstract Art: expressing a quality apart from an object; art that does not attempt to represent external reality, but seeks to achieve its effect using shapes, forms, colors, and textures

Digital Art: images created entirely on a computer

Fiber & Textile Art: visual art that uses natural and synthetic fibers to create textiles and woven objects

Mixed Media: combination of media and use of cut materials; paper, fabric, found objects adhered to the same surface

Photography: the art or process of producing images by the action of radiant energy and especially light on a sensitive surface (such as film or an optical sensor) or containing arrays of electronic photodetectors interfaced to an analog-to-digital converter (ADC) to produce images focused by a lens, as opposed to an exposure on photographic film

Representational Art: one that represents, such as an artistic likeness or image to an object in life

Three-Dimensional Art: of, relating to, or having three dimensions; width, height and depth

*\*\*Abstract Art & Representational Art can use the following mediums: painting (oil, acrylic, encaustic), watercolor (watercolor, tempera and gouache), and drawing (pencil, charcoal, pen, ink and pastel).*

*\*\*Three-Dimensional Art can be a sculpture by using four basic processes: carving, modeling, casting or constructing to create realistic portraits, human figures, animals etc. and can also be non-representational; this category also encompasses hand-built and wheel-thrown ceramics*

# Presentation & Display of Artwork

Proper presentation is critical for the safe display of artwork. Aesthetics is also a large factor in frame and matte selection, which should complement and not distract from the work. Any accepted work when delivered that is deemed unsafe to display and/or is poorly presented will be disqualified.

## **1. Size Requirements**

Size is measured by the outside dimensions of the frame or piece.

### *a) 2D Wall Hanging Work*

- Work on canvas, board or paper.
- Stretched canvas should be back-stapled.
- Work must be relatively flat with no protruding elements.
- Any ratio within the minimum and maximum size is allowed.

#### *Portrait or Landscape Orientation*

Minimum size: 12 inches by 14 inches  
Maximum size: 30 inches by 40 inches  
Weight limit: 20 pounds

#### *Square Orientation*

Minimum size: 12 inches by 12 inches  
Maximum size: 30 inches by 30 inches  
Weight limit: 20 pounds

### *b) Sculpture*

- Work must be well put together (no loose/fragile/sharp pieces that can easily break or are unsafe).
- Artists are required to bring their own plinth or pedestal for each artwork.

Maximum base size (X, Y):24 inches by 30 inches  
Maximum height (Z):60 inches  
Weight limit:100 pounds

### c) Ceramics

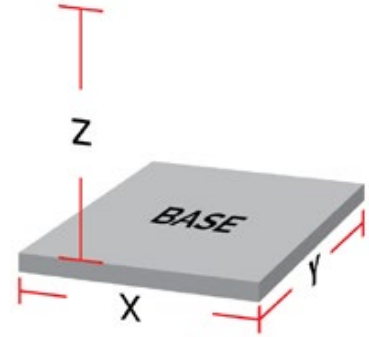
- A maximum of three (3) pieces can be entered as a set and count as one (1) entry. Multiple pieces must not exceed the maximum dimensions below.
- Artists are required to bring their own plinth or pedestal for each artwork.

Minimum size: 3 inches; short side

Maximum base size (X, Y): 14 inches by 24 inches

Maximum height (Z): 24 inches

Weight limit: 30 pounds



## 2. Framing 2D Wall-Mounted Artwork

Work may be professionally framed or framed by the artist. Please follow these guidelines:

### a) Work on paper must be framed.

- Drawing, collage, printmaking & digital artworks on any paper-based media must be framed.
- Plexiglas is preferred over glass.
- Black frames with white mats are highly recommended.



### b) Work on canvas, frame is optional.

- Paintings, collage/mixed media works on canvas need to be stretched on stretcher bars or backed with wood, board or other solid substrate that can be properly wired for hanging.
- If framed, glass or plexiglass is not needed.



## 3. Hardware for Hanging

Please adhere to the following guidelines so your work will be prepared to safely hang in the Norma Hertzog Community Center:

### a) D-Ring hangers

- D-Ring hangers are preferred and are available in several standard sizes and weight ratings.
- Make sure the frame moulding is thick enough to be able to screw in the D-rings. Drill a small pilot hole for the screw so as not to split the wood frame when fastening the D-Ring.



### b) Hanging Wire

- A multi-strand braided galvanized steel wire is required (weight-rated for at least two [2] times the weight of the artwork and frame), and the ends of the wire should be secured so they do not poke into the back of the image.
- No sawtooth hangers. The artwork can easily fall off the wall; therefore, sawtooth hangers are strictly prohibited.
- String, thread, fishing line or material other than wire will not be accepted.



### c) Hanging wire is looped through the D-Ring hangers

Wrap the wire several times around itself and securely knot using a Lark's head knot.



d) Check that the apex of the wire is at least 2 inches below the top of the frame. Make sure the wire does not extend outside the frame.



## 4. Frames containing glass

- Framing with plastic or plexiglass is preferred.
- Artists framing their entry with glass assume responsibility for damage to their own artwork and the artwork of others should the glass break.
- City staff uses extreme care in handling artwork but assumes no responsibility for damage.

## 5. Labeling

City staff will create labels for each accepted artwork based on the information in the application. Please ensure that all the information about each artwork is correct when filling out the ARTventure application.

# Artwork Drop-off and Pick-up

**Drop-off Dates:** Monday, Tuesday and Wednesday, September 9, 10 & 11, 2pm-8pm

- Make sure artwork(s) is properly prepared for exhibition. See pages 9-11.
- Late deliveries will not be accepted.
- Any packaging on the artwork(s) will be thrown away- please take anything reusable with you.
- Free parking is available and accessible to the building.
- A nametag with lanyard will be given to each participating artist to wear to the Community Arts Day and Awards Ceremony.
- Artists will be required to fill out an acknowledgement form with City staff to ensure the correct artwork(s) have been delivered.
- Email reminders will be sent prior to the drop-off date with detailed information. Check your spam folder for emails.
- City staff will be on hand to assist.

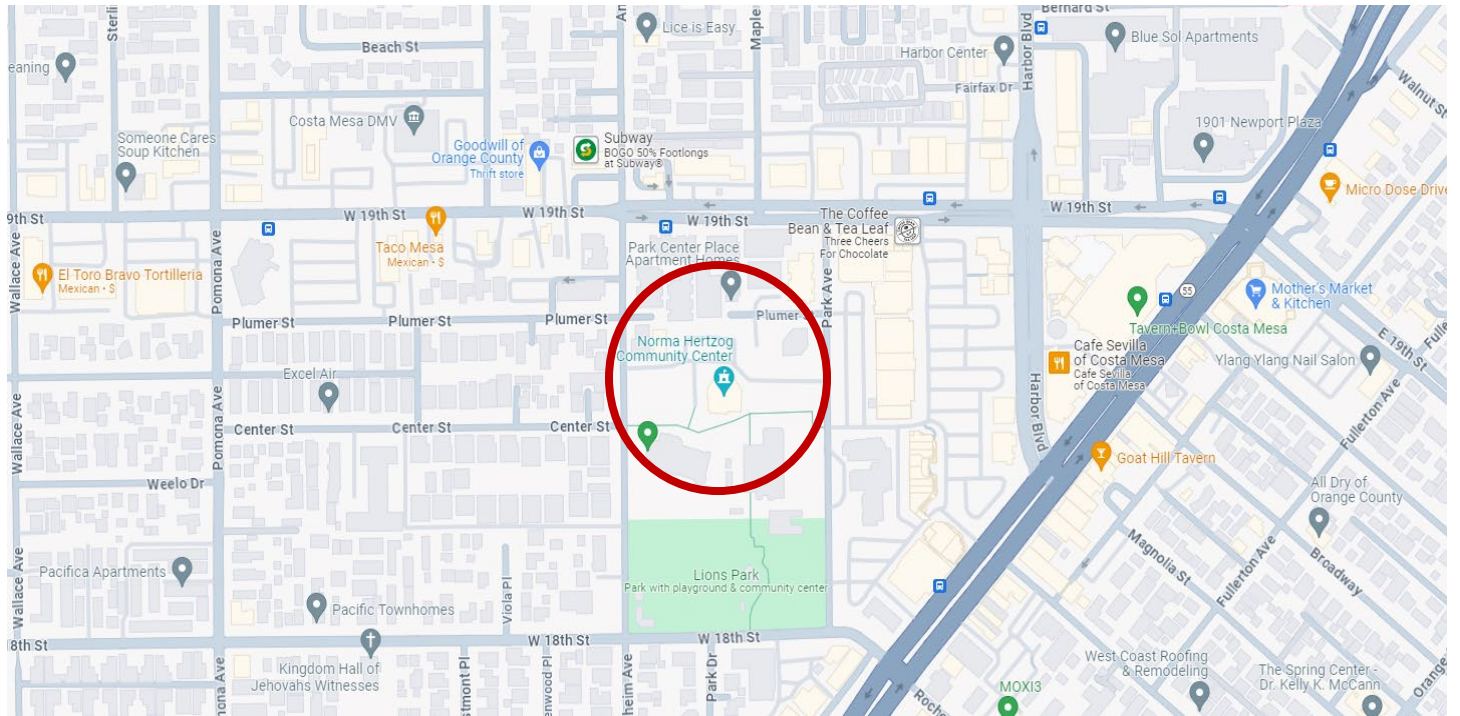
**Artwork drop-off and pick-up location:** Norma Hertzog Community Center (1845 Park Avenue, Costa Mesa)

**Pick-up Dates:** Sunday and Monday, September 22 & 23, 2pm-8pm

- Artists will be required to fill out an acknowledgement form with City staff to confirm that artwork(s) have been picked up.
- Email reminders will be sent prior to the pick-up date with detailed information. Check your spam folder for emails.
- City staff will be on hand to assist.
- Artworks not picked up on pick-up day become the property of the City of Costa Mesa and will be disposed of promptly.
- Awardees are welcome to take home their ribbon.

*\*\*\*Artworks may be dropped off and picked up by someone other than the artist but will be asked to sign an acknowledgement form\*\*\**

## Map



## Drop-off and Pick-up location at the Norma Hertzog Community Center



# Community Arts Day & Opening Reception

**Saturday, September 14, 11am to 3pm**

**Location:** Norma Hertzog Community Center & Lions Park Event Lawn

*1845 Park Ave. Costa Mesa*

- Free event for friends and family and the general public
- ARTventure Juried Art Exhibition opens in the Norma Hertzog Community Center
- Live music inside the NHCC
- Art making activities and performances hosted on the Lions Park event lawn and stage
- Food trucks available in the parking lot

## Awards Ceremony

**Saturday, September 21, 5pm to 9pm**

**Location:** Orange County Museum of Art

*3333 Avenue of the Arts. Costa Mesa*

- Free event with registration required (all participating artists are already on the list to attend- all others must register on Eventbrite)
- Award recipients will be recognized at the ceremony
- Live entertainment and refreshments will be provided
- Business casual, cocktail attire is encouraged