

NORTH VALLEY ART LEAGUE of REDDING, CALIFORNIA
2012 INTERNATIONAL JURIED PHOTOGRAPHY SHOW
May 1 - June 2, 2012
PROSPECTUS

ELIGIBILITY

This show is open to all photographers. All forms of photographic expression are encouraged: from film-based to digital capture -- black and white darkroom to digital manipulation and alternative processing -- montages to hand-colored photographs. All entries must be the entrant's original work, i.e. the capture of the image as well as dark room and digital processing. This does not preclude the use of professional labs for printing, resizing, and film development. Images previously accepted into a NVAL Juried Photography Show are not eligible.

EXHIBITION

Our purpose is to professionally exhibit your unique artwork in our gallery for patrons to view, appreciate and purchase. Approximately 70 images will be exhibited at our spacious Carter House Gallery and on the NVAL Online Gallery. The gallery is located in Caldwell Park, 48 Quartz Hill Road, Redding, CA 96003, and fronts on the banks of the Sacramento River as it runs through the heart of Redding. It is adjacent to major recreational sites, consequently attracting local and tourist foot traffic.

AWARDS

ALL ACCEPTED IMAGES WILL BE EXHIBITED

Best of Show **\$1000**
2nd Place **\$500**
3rd Place **\$250**
Up to 8 Honorable Mention Awards
\$25 framing, printing, gift certificates

SHOW CALENDAR

Entry deadline	March 24, 2012
Notice of acceptance	April 3, 2012 by email
Shipped artwork due	April 17 – April 28, 2012
Hand-delivered artwork due	April 24 – 28, 2012
Show opens	May 1, 2012
Reception & Awards	May 6, 2012 1-3 pm
Show closes	June 2, 2012

JUROR

We are pleased to have an exceptional juror, Jennifer L. Daly, Art and Art History Instructor at Shasta College. She has a BFA from the University of Missouri and a MFA with Distinction-Photography from California State University, Chico. She has exhibited all around the country.

JUROR STATEMENT: "Photography has always been a diverse art form with evolving and emerging technologies, ideas, and styles. As a juror, I look forward to seeing the breadth of the medium from 'straight' photography to photo-manipulation, digital, traditional and alternative process and everything in between in order to facilitate an exhibition of interpretations of photography today."

ENTRY FEES

- First 3 entries **\$ 30**
- Additional entries **\$ 8 each**
- No Limit on the number of submittals per entrant
- All submissions will be online using Smarter Entry. All images will be juried in electronic format as submitted, with final jurying for awards based on the gallery presentation
- **THE NON-REFUNDABLE ENTRY FEE WILL BE CHARGED TO YOUR CREDIT CARD**

ADDITIONAL INFORMATION

EXHIBIT PRINTS: All accepted images submitted for exhibition must be printed and framed either professionally or in a professional manner. Simple dark framing with white or off-white matting is recommended. Works must be delivered ready to hang. Maximum frame dimension is 40" and maximum weight is 12 pounds. NVAL hangs with cable hooks, so please use only frame hangers, D-rings or split rings (no wires). Local professional printing and framing can be arranged.

If framed work does not substantially meet the appearance of the JPEG entry, or if the print quality, matting or framing are not suitable quality for gallery presentation, the NVAL may ask the artist to replace whichever element is not suitable. If the artist is unwilling to meet these standards, the NVAL reserves the right to replace the entry with another work selected by the juror.

ACCEPTANCE NOTICE: Everyone who submits will receive an email notification regarding acceptance on April 3, 2012. Instructions for delivery, shipping, handling and artwork identification will be detailed in the notice.

SALE OF ARTWORK: There will be a 20 percent commission charged by the gallery on any piece that is sold. California sales tax will be collected.

USE RIGHTS: By submission for jurying, artists whose submissions are chosen for the exhibition grant the North Valley Art League the right to use their images for the purpose of marketing the exhibition, marketing the North Valley Art League's programs and subsequent display on the NVAL website of past exhibitions. Artists grant the use of their image(s) as stated without further contact or compensation from NVAL. Artist's recognition is provided with any use.

TO PREPARE YOUR IMAGES FOR ONLINE ENTRY, PLEASE USE THE FOLLOWING CRITERIA

- 72 ppi resolution
- Sized to 1,280 pixels on the longest side of the image
- JPG format only
- JPG compression (quality) 7 medium
- File size no larger than 2 MB
- Make sure that your file name (not the title) does not include special characters: ' " ; { } \ / or any of the characters found above the numbers (@, #, *, etc.) except the underscore and dash.

TO SUBMIT YOUR ENTRIES at Smarter Entry go to www.nval.org -- select Photography Show, scroll down the Prospectus to the 2nd page and select "CLICK HERE TO ENTER"

TIPS ON USING THE SMARTER ENTRY SITE

- Once you set up your account, you will be asked to use your credit card to pay the entry fee
- PLEASE DO NOT INCLUDE YOUR NAME IN THE TITLE. Judging is from files without names attached
- In the Required Dimensions (in inches) field put the approximate size of the unframed print that you would show in the Gallery if that entry is accepted by the juror. This is for the juror's benefit.
- If you need additional help, please email or call the show chairmen

QUESTIONS: Email nvalphotoshow@sbcglobal.net or call show chairmen

Bernie & Charlotte Bryson

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NORTH VALLEY ART LEAGUE Web site: www.nval.org