



Utah Watercolor Society
2018 Spring Open Exhibition May 11 – June 15, 2018
Visual Art Institute, 2901 S Highland Drive, SLC, UT
Prospectus

PLEASE READ CAREFULLY. Keep this prospectus for information needed at a later time. Please follow instructions carefully. No images or entries will be accepted after 8:00 pm, March 20, 2018. An entry cannot be accepted if entry details, digital images, and fees are not received by the deadline for entries. No entry fees will be refunded.

KEY DETAILS:

- Deadline for entries: March 20, 2018 at 8:00pm
- Exhibition dates: May 11, 2018 - June 15, 2018
- Exhibition venue: Visual Art Institute 2901 S Highland Drive, SLC, UT 84106, Hours: M–Th 12:00pm - 6:00 pm; Friday by appointment only; Saturday – 9am – 1pm
- Online entry only
- Original work only, completed within last two years. Water media on paper. Unvarnished.
- Unframed image no smaller than 140 square inches
- \$20 per entry (up to 3) for UWS members / \$40 for non-members / \$15 for students (No refunds for entries that do not follow prospectus guidelines and requirements)
- Work does not need to be for sale for this show. (30% commission deducted from all sales)
- Go to <http://uws2018springexhibition.artcall.org> to register online

Calendar of Events

Feb 5	Online Registration opens
Mar 13	Last day for Exhibition Coordinator to receive check payments
Mar 13	Last day for UWS Members to request image sizing assistance
Mar 20	Entry deadline by 8:00 pm including entry details, payment, and digital image
Apr 3	Accepted paintings notification via email
May 5	Deliver paintings to Visual Art Institute, Saturday - 9:30am – 1:00pm
May 6	Jury for Awards
May 8	UWS Monthly Meeting – Painting demonstration by Jeannie McGuire
May 11	UWS Reception and Awards Presentation Friday - 6:00-8:00pm
June 15	Last day of exhibit
June 16	Pick up paintings Saturday - 9:30am-1:00pm, Visual Art Institute



Entry Details

For this exhibition, the Utah Watercolor Society (UWS) will be using an online jurying system to manage the exhibition. Personal information input, entry fee payment, image upload, juror's selection, and artist notification will all occur within the a web application.

- Artist must create an ArtCall user account (see instructions under **Directions for Online Entries** below)
- Each artist may submit up to three (3) entries. Open to all Utah residents and UWS members.
- Entry fees: UWS members - \$20 per entry. Students - \$15 per entry. Non-members* - \$40 per entry.
 - Students. Full-time students in high school or college residing in Utah are eligible to enter as a student. Students will be juried into the exhibition with the same criteria as other entrants.
 - *Non-members. Become a member and save! Visit the UWS website, www.utahwatercolor.org, to learn about membership opportunities.
 - Contact the Exhibition Coordinator if you have any questions.
- No refunds once payment is received.
- Entry website. <http://uws2018springexhibition.artcall.org/>. During online entry, submit painting title, medium, size, price, and image for each entry. Artists may also submit a biography and an artist statement, as an option. See entry instructions below.
- Cash awards totaling \$3000.

Terms and Conditions for Entry

All terms and conditions for entry in this exhibition are required. UWS Exhibition Committee reserves the right to refuse any work for unacceptable quality, improper framing, damage caused by shipment, or for non-compliance of these terms and conditions. Any work, once selected by the juror, later found to be not in compliance with any term or condition, will be disqualified from exhibiting. Any artist who submits work later disqualified or who withdraws work, once selected, may be banned from participation in UWS sponsored exhibitions for a period of up to two years. The UWS Exhibition Committee's determinations and decisions are final.

- **Open to all Utah residents & UWS members.** Participants are limited to a total of three (3) entries. No refunds once payment is received.
- **All works must be original.** No copies or likenesses of another artist's work, or works created under instruction. Use of copyrighted sources are prohibited.
- **All works must have been completed within the last two years**, and not have previously been exhibited in a juried exhibit sponsored by the Utah Watercolor Society.
- **All works must be on natural or synthetic paper or paperboard, rendered in water media and unvarnished, and painted in a primarily aqueous manner.**
 - No clay board or canvas. No water based oils. A work that is primarily collage must use water media paper painted by the artist. A work that is mixed media/collage must use at least 75% water-based media in conjunction with other media, such as pastel, ink, crayon, printed collage papers, found papers, etc. These other media may not be the dominant element. No digital art will be accepted. Acceptable water media includes: transparent watercolor, gouache, ink, acrylic, casein, egg tempura. Any questions on acceptable media should be discussed with the Exhibition Coordinator, prior to entry submission.
- **Unframed image may be no smaller than 140 square inches.**
 - To determine eligible size, multiply height by width. The resulting number must be 140 or greater. For example, 9"x12"=108in² (too small) or 10"x14"=140in² (eligible for entry). There are no maximum image size criteria.
- **Framing.**
 - Accepted paintings must be ready to hang with wire supports.
 - Paintings may be floated on a mat or matted in the traditional way.
 - For this show, mats must be white or off-white; colored liner is acceptable. Stable and professional backing material required.
 - Simple frames and Plexiglas™ preferred.
- **Artists are responsible for delivery and pickup** of selected work to and from the exhibition venue. See "Calendar of Events," above, for artwork delivery and pickup dates.



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- Delivery (\$15) and storage fees (\$5/week) will be assessed on paintings not retrieved on designated date/time.
- All delivery costs, including shipping/handling fees where applicable, are the responsibility of the artist.
- **Works juried for this exhibition must be delivered for the exhibition dates and remain for the duration of the show.**
 - Artists may not substitute another work for an accepted work, nor withdraw the work once selected by the juror. Artists whose work is selected and then not delivered at the designated delivery date to the exhibition venue is considered withdrawn. Artwork deemed not in compliance with this prospectus' terms and conditions is considered withdrawn.
- **A commission of 30%** will be deducted from all sales. **However, artwork does not need to be for sale for this exhibition.**
 - No changes in price or other entry details can be made after the submission deadline. By entering this show, the artist enters into a contract with the gallery, which will be the acting agent for the sale of his/her artwork.
- While utmost care will be taken in handling entries and artwork, **neither UWS nor its representative will be responsible for damage or loss from any cause.**
- By entering the exhibition, I **grant the UWS permission** to publish digital and print images of my artwork entered in UWS exhibitions in perpetuity for the purpose of education, publicity in promotion of its exhibitions and my artwork, digital and print UWS communications, such as its Newsletter, and UWS archives.

Directions for Online Entry

Online entry is through ArtCall. If you haven't used it before, or would like a refresher, here is a link to the ArtCall illustrated instructions:

<http://files.constantcontact.com/8f1b1f58001/13231e10-aa28-4ec9-a184-1857e537dbb7.pdf>

Step 1: Image Capture.

Before beginning registration, you will need a high quality digital image for each painting.

- Do not include mat or frame in your submitted image.
- Set your digital camera or personal device to a high-quality setting to take the photo. If using a newer model personal device or cell phone, recommend transferring a LARGE image to a computer for adjustment, as overall image size cannot exceed 4MB.
- Open, level, crop and adjust your image as appropriate. You may need to adjust the longest side of your image to between 1920 pixels (smallest) and 4600px (largest).
- Save your image(s) for later retrieval.
- Image sizing assistance is available before March 13, 2018.

Step 2: Create User Account.

User accounts from previous UWS exhibitions do carry over. New users will need to create a user account. To create your unique user account, go to <http://uws2018springexhibition.artcall.org/>.

- Select "Register"   in the upper right of your screen.
- All Entrants must have a valid email address to enter.
- Fill in all appropriate fields; then create your user account.
- You may optionally add a short biography statement in your user account.

Step 3: Payment.

Log in to the account you just created. ArtCall requires payment *before* submitting entry details and uploading images.

- You can pay using a credit card on this same secure site.
- You may pay for three entries at once, or submit one at a time.



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- Contact the Exhibition Coordinators, barbarakidd@comcast.net or galtann@ymail.com if payment by check is your only option (March 13th is the deadline for receiving check payments).
- No entry fee refunds will be issued once payment is received.

Step 4: Input Entry Specifics.

After paying, follow the prompts to input your entry information for title, category, media, size, price, and artist's statement. The artist's statement is optional.

- If you are entering multiple works for consideration, enter painting details for all entries.

Step 5: Image Upload.

Upload your high-quality image(s) from your computer, smart phone, or other personal device.

- Size criteria will be displayed. If your image does not meet the required specifications (i.e. too large or too small), you will receive a notice to make adjustments.
- Once your image upload finishes, select the blue **View Final Submission** button at the bottom left of the screen, to verify your entry.

Step 6: Verify Entry.

After selecting **View Final Submission**, you will be taken back to your main account page.

- If all is well, you will see a small icon-sized view of your painting image with your entry submission.
- If your image upload was not successful, you will see a warning that no image is attached to your entry.
- To review your entry details, select the blue icon that looks like a bulleted list.
- If you need to make any changes, click on the orange **Edit** icon at the far right column of the entry.

Repeat Steps 2-5 for additional entries, as appropriate.

You will be able to access and make changes to your submissions up until the entry deadline.

- Once finished, you can verify your entry from your main login page.
- To later edit your entry or entries, go back to the same website and click the blue **Login**  button.

- Enter your email and password to open your user account.
- If you wish to change an entry, select the **Edit** option to change entry details.
- If you want to change the image, select the red trashcan  option under the image. Then upload a new image. *Do NOT delete the entire entry (trashcan on the far right).*
- If you inadvertently click the wrong trashcan button  , you will be given a warning and asked if you wish to continue. Select **Cancel**.
 - To re-enter a deleted submission, you will need to contact the Exhibition Coordinator to avoid being charged another entry fee.

Note: If you think you may struggle with either the online entry process and/or need image preparation assistance, we have a team ready to help! However, your deadline comes *a week early*. Please be courteous and plan ahead. Contact the UWS Exhibition Coordinators, barbarakidd@comcast.net or Ann Galt, galtann@ymail.com before March 13, 2018.



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Juror

Jeannie McGuire, AWS

jeaniemcguire.com

The Utah Watercolor Society (UWS) welcomes Jeannie McGuire as the juror for the UWS Spring Open Exhibition. Jeannie McGuire, a Pittsburgh-based artist, strives to invoke individual interpretation through her artwork, which impressively utilizes a free application of paint and stylistic forms of expression. Situations and human character are communicated in such works as "Kenneth," the American Watercolor Society's 144th Gold Medal of Honor selection. McGuire uses her own photography, acquired snapshots and life drawings to spark her creativity. Her work has been described as a brilliant combination of emotion, movement, natural design, and sheer artistry that has been expanded upon from her days as a commercial graphic designer and photographer. Impressionistic in nature with an identifiable subject, her strong, figurative approaches are unique in more ways than one. As is the case, her works have been displayed and awarded on an International level including invitational exhibitions in the USA, China, France and Italy and a feature exhibition in the Jordan Schnitzer Museum of Art in Eugene Oregon, as well as represented in numerous art magazines. McGuire further dedicates herself to her craft by instructing figurative design watercolor workshops in an effort to encourage fellow artists. Professional organizations include the American Watercolor Society, Pittsburgh Watercolor Society and various small groups of collaborative artists.

More questions? Contact the Exhibition Coordinators, barbarakidd@comcast.net (she will be out of town from April 18 – May 18, 2018) or Ann Galt, galtann@ymail.com. For image assistance and sizing contact Terrece Beesley Terrece@comcast.net.