

Moscow Farmers Market 2015 Poster Contest

Rules and Instructions

Calling all artists! The City of Moscow and the Farmers Market Commission are pleased to announce the Moscow Farmers Market 2015 Poster Contest. This call to artists is open to everyone regardless of age or experience. The deadline for submissions is Monday **March 30, 2015 by 5:00 p.m.** The artist of the winning entry will be awarded \$100. The winning entry will be selected on April 14, 2015.

The jury will select two entries, from all submissions, to be considered for the Moscow Farmers Market 2015 Poster. Both entries will be posted on the City of Moscow's Webpage and the public will have from April 6, 2015 through April 13, 2015 to vote for their favorite poster entry. The posted entry with the most votes by 5:00 p.m. on April 13, 2015 will be declared the winner of the Moscow Farmers Market 2015 Poster Contest.

Description:

The Farmers Market is a popular Moscow tradition that was established in 1977. The Saturday morning event celebrates local farmers, artists, craftspeople and musicians by providing them with an opportunity to interact directly with the community and its visitors. The Market is located in downtown Moscow on Main Street and in Friendship Square. It is held each Saturday, May through October, from 8:00 a.m. to 1:00 p.m. Local musicians perform from 9:30 a.m. to 1:00 p.m. each week.

All entries must be received no later than **Monday, March 30, 2015 by 5:00 p.m.** Only one (1) entry per individual will be accepted. This call to artists is open to everyone, regardless of age or experience. Contest submittals will be restricted to a 200 mile radius of Moscow, Idaho. Incomplete entries will not be considered, see pages 2 and 3 for details.

The winning entry becomes the property of the City of Moscow and the artist, guardian if applicable, will be required to sign an Art Purchase Agreement transferring all rights of the work to the City of Moscow. The winning artist may be required to assist City Staff in generating a print ready format of their entry, in a timely manner, following the final selection.

All entries must be of ***original*** design and any picture(s) or graphic(s) used ***must*** belong to the artist. Only 2D mediums will be accepted, including: drawing, painting, mixed media, photography, crayon, marker, original graphic art, etc. The finished poster size is 11 x 17 inches.

Requirements:

Entry Requirements / Information:

- All entries must be of **original** design and any picture(s) or graphic(s) used **must** belong to the artist.
- Only 2D mediums will be accepted, including paint, crayon, marker, original graphic art, photography, etc.
- The finished poster may be in any 2D medium and must conform to the following:
 - The finished size must be 11 x 17 inches and may be oriented either vertically or horizontally.
 - Artwork is to be flush mounted on black foam core with a completed application firmly attached to the back.
 - All entries must include the following text:
 - “Moscow Farmers Market”
 - “May through October 2015”
 - “Every Saturday 8:00 a.m. to 1:00 p.m.”
 - “Downtown on Main Street and Friendship Square”
 - “Fresh produce, plants & flowers, handmade crafts, local food”
 - “Live music 9:30 a.m. to 1:00 p.m.”
- The finished poster must include a 2.5 inch band at the bottom for logos and Market information. (See diagram 1 for details.) This band may include color or image(s) in its design, but the color or image(s) must not be distracting or overpower the logos and Market information that will be included later. (See diagram 1)
- Artwork must portray a Moscow Farmers Market theme, such as a farm setting, Moscow Farmers Market setting, fresh fruits and/or vegetables available at the Market, and/or the social culture of the Market. Please do not include items that are not available at the Moscow Farmers Market in your design, including animals.
- The contest jury will look for bright colors, creativity, and clear readable text.
- Incomplete entries will not be considered.

Submissions must include:

- Hardcopies may be in any 2D medium and must conform to the following:
 - Mounted artwork must be 11 x 17 inches.
 - Artwork is to be flush mounted on black foam core with a completed application firmly attached to the back.
- Digital copies on CD must conform to the following:
 - For all posters without a bleed, make sure all text / images are placed at least 1/4” away (on all sides) of the final poster.
 - For all posters with a bleed, make sure all text / images are placed at least 1/4” away (on all sides) of the final poster and allow an extra 1/8” bleed on all sides of the design to allow the image to go off the page. Text may not go off the page. This will make your final print ready image 11.25 x 17.25 inches.
 - Submit your final print ready design as a PDF.
 - Convert all images to CMYK color mode.
 - File size must be less than 30MB.
 - For computer generated files:
 - Convert all fonts to outlines / curves, or rasterize all text layers.
 - Save all images in 300 DPI (Dots Per Inch) resolution.

All submitted entries will be on display in the Third Street Gallery in Moscow City Hall (206 East Third Street) from April 6, 2015 through April 14, 2015.

Submit completed entries (pick one):

**DIRECT MAIL
Arts Department
PO Box 9203
Moscow, ID 83843**

**HAND DELIVER
Arts Department
Moscow City Hall – 1st Floor
206 East Third Street
Moscow, ID 83843**

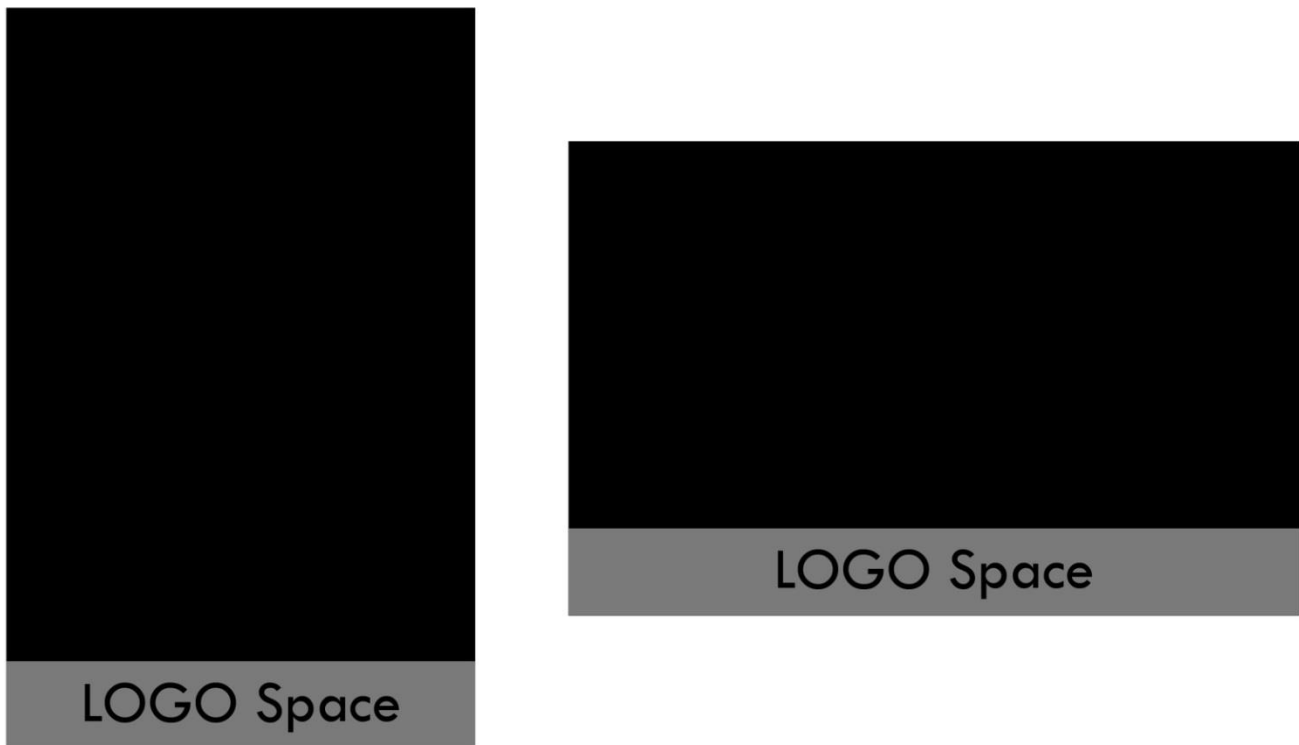


Diagram 1

Please Note:

- All entries must be accompanied by an official entry form firmly attached to the back of the artwork. The form is available on-line at <http://www.ci.moscow.id.us/arts/Pages/Farmers-Market.aspx> and in hardcopy at the City of Moscow Arts Department in City Hall 206 East Third Street, first floor.
- Of the entries submitted one (1) will be chosen for production for the Moscow Farmers Market 2015 Poster. The City of Moscow will order five hundred (500) posters to be distributed throughout the community. The artist of the winning entry will be awarded \$100.
- All posters submitted will be displayed in the Third Street Gallery in Moscow City Hall (206 East Third Street) from April 6, 2015 through April 14, 2015.
- Artists who are not chosen are able to pick up their entries April 17, 2015. All entries not picked up by May 14, 2015 will be recycled as appropriate.
- To view previous Moscow Farmers Market posters, please visit:
<http://www.ci.moscow.id.us/arts/Pages/Farmers-Market.aspx>
- For additional information regarding the Moscow Farmers Market please visit:
<http://www.ci.moscow.id.us/arts/Pages/Farmers-Market.aspx>
<https://www.facebook.com/MoscowFarmersMarket>
<http://www.yelp.com/biz/moscow-farmers-market-moscow>
<http://www.localharvest.org/moscow-farmers-market-M1943>
- Any questions regarding this call to artists may be directed to the City of Moscow Arts Department at (208) 883-7036 or by email to dscallorn@ci.moscow.id.us.

Moscow Farmers Market 2015 Poster Contest

Call to Artists Application

This call to artists is to find a design for the Moscow Farmers Market 2015 Poster.
Designs are due March 30, 2015. Designs submitted must meet the attached criteria.

Application (please print)

By completing this entry form, I acknowledge that I understand the contest rules and instructions and I agree to abide by them. I represent that the attached work qualifies for submission to this contest. I further represent that ***I own all rights to the attached work*** and that the attached work does not infringe any copyright, trademark, trade name, service mark, or patent. I give permission to be photographed, filmed, quoted, and/or to have my statements recorded for any editorial, promotional, advertising, trade or other purpose that the City of Moscow chooses. The City of Moscow, and those whom it may authorize, shall have all rights to reproduce, distribute and display my work publicly, including on the Internet and in photographs, film, videotape, statements and quotes covered by this release, and to prepare derivative works. I understand that the City of Moscow is not responsible for unauthorized publication or use by third parties on the Internet.

Full Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Website or Blog: _____

Description of Artwork: _____

THE WINNING ENTRY BECOMES THE PROPERTY OF THE CITY OF MOSCOW
AND WILL NOT BE RETURNED

For more information contact the City of Moscow Arts Department, phone (208) 883-7036, email dscallorn@ci.moscow.id.us, or in person at City of Moscow, 206 E Third Street, Moscow, ID, 83843