



Department of Art & Design

2012 Annual Student Exhibition CALL FOR ENTRIES

Eligibility and Entry

Any UMD student who has had an art or design class spring or fall 2011 or spring 2012 may enter, and you need not be an art or design major or minor. We welcome your student art and design submissions online as digital photos, PDFs, movies or URLs. Details on entry procedure are below. Only accepted art and design work will be submitted in person at the Tweed Museum of Art. Designer Bud Rodecker and curator Scott Stulen will jury this year's exhibition. You do not need faculty approval of art or design works before submission, but you may seek their help selecting works or for advice on presentation and framing. You may enter up to four individual works. ALL accepted works are eligible for awards and purchase awards.

Calendar

February 27–March 2 (Mon–Fri)
Online submission of digital entries.

March 2 (Fri)
Digital entries due by midnight.

March 21 (Wed)
Jurors' selections announced.

March 29 & 30 (Thu & Fri) 9am–4:30pm
Accepted works submitted in person at Tweed Museum of Art.

April 10 (Tues)
Jurors' Lectures, VCLS
Graphic Design: Bud Rodecker
Studio: Scott Stulen
6pm in Montague Hall 70

April 10 (Tues)
Exhibition opens to public.

April 11–April 13 (Wed–Fri)
Award voting and selection.

April 21 (Sat)	
11am–5pm	Art & Design Open Studio during Gallery Hop
6–8pm	Opening Reception
6:30pm	Tweed Museum of Art Awards Ceremony
	Tweed Museum of Art

May 6 (Sun)
Exhibition closes.

May 8 (Tues) 9am–4pm
Students pick up work from the Tweed Museum of Art and sign off on sheet. All work not picked up by 4pm on Tuesday will be disposed of at the museum's discretion.

Jurors

Bud Rodecker



<http://budrodecker.com>

Bud Rodecker is a graphic designer, photographer, artist, thinker, talker, and jokester. He collaborates with John Pobjewski, Tinne Van Loon and Rick Valicenti at Thirst. Multidisciplinary, and often experimental, Bud's work is unified by an emphasis on typography and strong graphics.

At Thirst he designed Archeworks's publication *Works*, along with AW—a custom typeface based on Akzidenz Grotesk and inspired by Bell Centennial. *Works* played an important role in Archeworks's acceptance into the 2010 Venice Architectural Biennale. To follow up the success of *Works*, Thirst was asked to create a film to showcase in Venice. Directed by Valicenti and animated by Pobjewski and Rodecker, *Gather Give Grow* represented Archeworks and Chicago in the U.S. Pavilion at the 2010 Venice Biennale. Rodecker's poster work has been accepted into the Chicago Design Archives, the Chicago Poster Biennial, and has earned a platinum award from Graphis.

Outside the office Rodecker continues to explore design and the process of creativity. He's created political t-shirts and posters that have been featured in print, online, and at Chicago's Printervention show. With *RicharDaily*, a personal project initiated in 2010, Rodecker set out to generate a year's worth of art and design exploration (with a daily deadline). The exploration resulted in several pieces that were awarded a place in *Typeforce 2*. Rodecker has participated in numerous design-related talks, workshops, and panels—sharing his unique perspective on design and the creative process.

Rodecker earned a degree in Graphic Design with a minor in photography from the University of Minnesota Duluth. From 2005-2007 he was president of the Student Design Organization (SDO). Immediately following graduation in May 2007, he came to Chicago to begin his career at 3st with Pobjewski and Valicenti.

Scott Stulen

Scott Stulen is the Project Director of martists.org at the Walker Art Center, Director of the McKnight Artist Fellowship for Photographers, former Associate Curator at the Rochester Art Center (MN), an exhibiting visual artist, independent curator, writer and DJ. He received his BFA in Sculpture from the University of Wisconsin-Eau Claire in 1998 and his MFA in Painting and Drawing with a minor in Art History from the University of Minnesota in 2004.

Through his work at martists.org he has developed innovative on and off-line programming including the *Community Supported Art (CSA)* project in partnership with Springboard for the Arts, *martists.org Field Day*, the weekly *Drawing Club* and is a co-curator of the Walker Art Center's ongoing *Open Field* program. His curatorial work also includes the *Emerging Artist Series* at the Rochester Art Center from 2007-2008, the 2006-2009 *Headphone Festivals* at the Rochester Art Center and the 2009 *Skyspace/Soundspace* concert series at the Walker Art Center. He co-curated the *Theory of Values* exhibition at the Soap Factory in 2010 and the *Precious Object* exhibition at the Minneapolis Central Library in 2009. Scott is the co-founder of the SELLOUT gallery and serves on the board of The Soap Factory.

He is the recipient of numerous awards for his visual artwork, including the 2004 Katherine E. Nash Purchase Prize, 2005 and 2009 Minnesota State Arts Board Artist Initiative Grants and 2008 Meet the Composer's Creative Connections Grant.

Scott exhibits throughout the country, which includes recent solo exhibitions *Wait For It*, Minnesota State Mankato; *Hot 3-Way Action*, Soo Vac, Minneapolis, MN; *Kool Aid Drunk*, ebersmoore gallery, Chicago, IL; *Why are you making me sad*, 9th Street Gallery, St. Paul, MN; and *Lead Guitar, No Vocals*, St. Cloud State University Art Gallery.



<http://scottstulen.com>

Online Submission Process

Follow all directions carefully and completely. The Annual Student Exhibition Committee will reject all submissions that do not conform to these standards:

Entry Form

Please complete the separate A&D 2012 ASE Entry Form.pdf digitally using the latest version of Adobe Reader from <http://get.adobe.com/reader/>

You must rename and save your completed entry form with your UMD email ID, like this example:
smith012.pdf

Submission Guidelines

You must submit the entry form described above as well as high quality digital representations of your work acceptable for viewing online, using these formats, sizes and specifications:

Two-dimensional (2D): students may only submit 1 view per work as a JPEG (maximum size 2 MB). 72 dpi images with maximum vertical and/or horizontal dimension of 2048 pixels.

Graphic Design (GD): students may submit a JPEG as above, or a PDF (single or multi-page PDF, maximum size 5 MB).

Three-dimensional (3D): students may submit up to 3 views per work using JPEG specs above in 2D section. Please label as 1a, 1b, 1c, etc as in file name examples below, or use multi-page PDFs as in GD.

Time-based work (video, sound, etc): students may submit up to 4 minutes per entry. The final work may be longer, but only short samples or previews will be accepted for review. Submit files easily playable by Apple's QuickTime Player, no larger than 20 MB.

Interactive (web): students may submit URLs for independent interactive work. Include the URL on the entry form instead of a File Name.

File Size (ALL): cannot exceed 2 MB for JPEGs, 5 MB for PDFs, or 20 MB for time-based work (.mov, .mp4, .m4v, etc). Larger files will be rejected.

File Names

Name your files like these examples before uploading. Non-conforming files will be deleted:

smith012_entry1_title.jpg (email ID, entry #, title of your artwork, .jpg for any jpg file) or:

smith012_entry2a_title.jpg

smith012_entry2b_title.jpg

smith012_entry2c_title.jpg (for series or multiple views of 3D work).

smith012_entry3_title.pdf (email ID, entry #, title of your design, .pdf for any PDF file)

smith012_entry4_title.mov (email ID, entry #, title of work, .mov, .mp4, .m4v, etc for any movie file)

<http://www.d.umn.edu/~smith012.index> or whatever your actual URL is for interactive work. Enter webpage address carefully or the jurors will never find it.

Uploading

All your prepared files, both your entry form and your digital art & design files, need to be uploaded to the U of M Art & Design NetFiles space. **The link will be released on or before February 27, 2012** via email and on the Art & Design blog at <http://umdart.wordpress.com/> when online submission opens. Online submission will close at midnight on March 2, 2012. Learn more about University of Minnesota NetFiles here:

<http://www.oit.umn.edu/netfiles/>

Physical Work Submission

All accepted works need to be hand delivered to the Tweed Museum of Art on **Thursday, March 29th or Friday March 30th between 9:00am and 4:30pm.** All work needs to be **"Ready-to-Hang."** Please see the guidelines below.

Ready-to Hang/Ready-to-Show

All work submitted to the Annual Student Exhibition must be "Ready-to-Hang." We regard "ready-to-hang" to mean a piece that can be safely displayed in its intended orientation for the

duration of the exhibition. Framed or unframed paintings or framed drawings and prints need to have some sort of hanging device (wire, strap hangers, wire loops, etc). 3D work intended for wall display needs to have a viable hanger of some sort, and graphic design work mounted on foam board must have an approved hanger. These include Swiss Clips (if glazing is included), metal or fabric foam board hangers, Omni (corner clip) style frames, or foam blocks.

Some method of hanging a work should be installed **before** the work is brought to the museum for entry. Taped string or wire, double surface tape, poster putty and the like are not acceptable. The piece should be able to be hung from a nail or screw.

All time based work, such as video, animation, 3D modeling, sound art, etc must be saved in a format easily playable by Apple's QuickTime Player (.mov, .mp4, .m4v, etc).

The Annual Student Exhibition Committee will contact any students with accepted work that requires special installation to discuss whether or not the museum is able to show the work as proposed, or if modifications need to be made. The student decides whether they want to make the recommended modifications or not submit that work for the exhibition. This includes artworks that have unusual materials, need special equipment (*including digital time-based and interactive work*), are monumental in scale, have ceiling-hung components, need to be specially installed by student artists, or take up large amounts of floor or wall space.

Any work that is not Ready-to-Hang will be rejected from the exhibition.

Artwork that is significantly different from the digital files submitted will also be rejected from the exhibition.

What is a Series?

A series of pieces must be produced in such a way that each unit in a larger series is dependent upon the others and not able to stand-alone. It must also be presented in a way that this dependency

is obvious. Works in a series may have narrative or formal relationships. Work submitted as a series will not be taken apart by jurors to include individual parts of that series in the exhibition. The series must be accepted as a whole or not at all. *Jurors often reject series because only one of the works is strong enough to show.* Students are advised to enter works as single entries if they desire them to be juried individually.

Pricing Guidelines

All media: \$50–300

When pricing your work for the Annual Student Exhibition, keep the following in mind: As a rule, most student work does not have the same commercial value as the work of more established artists and designers; your pricing should reflect this. When pricing artworks most commercial outlets and galleries need to consider what your work has sold for in the past. This means you need to establish yourself by exhibiting your work in such places. If you have not done so, you would not want to price your work too high or even arrive at a price solely by using prices you see assigned to the work of other established artists and designers. Many galleries will require between 25–70% of the purchase price of a work, so know how much you expect to receive from a sale. If you have indeed sold other creative work of a similar nature at a certain price, you will have to judge the quality of your new work in relation to the work that sold previously and determine a price based on value judgment. Work in the Annual Student Exhibition is sold by the artist or designer (interested purchasers contact you directly), so no commission is charged by the Tweed Museum of Art.

You should take into consideration the cost of the materials that went into the making of the art or design, including any framing or other presentation costs. You may also want to think of the energy/effort/revisions in the process you went through to create the work.

Works produced in multiples or editions (like certain photographs, prints, or graphic design reproductions) usually carry a lower price than a work that is unique and one-of-a-kind, such as a painting.

There are often subjective reasons why we feel close to a particular work we have created and do not want to sell it too cheaply; this is a natural feeling and most often you can trust your own judgment.

If you still can't come to a conclusion, please feel free to consult the instructor in the art discipline in which the work was produced.

Remember that should you NOT want to sell the piece, you may list it as NFS (Not For Sale); however, you will still need to list the value of the work for insurance purposes. This value is the same as the price of the work if you were going to sell it. (Commercial galleries often will not display NFS works, since they cannot receive a commission if the work is unsold.)

Questions?

Read this form again, as well as the separate *A&D 2012 ASE Entry Form.pdf* carefully. If you still have questions, **contact David dwbowen@d.umn.edu or Steve bardolph@d.umn.edu**