



## Request for Submissions:

# 2020 Young Creatives Billboards Submission Guidelines

### The Opportunity

The Arts Council of Greater Lansing is a strong believer in art for all ages and understands the importance of public art in creating "cool cities," places where people want to live, work, play and attend school. We also believe that we should support our youth and give the public an opportunity to see some of the young and emerging talent that resides in our local schools. It is for this reason that we proudly partner with Adams Outdoor Advertising to present our "Young Creatives Billboard Project."

Last year during National Youth Arts Month (March), Adams helped us showcase the art of area youth artists, allowing their magnificent artwork to be viewed by thousands of individuals during their daily commutes. We are pleased to once again offer this opportunity to area teachers and students in the tri-counties.

### Eligibility

Teachers who work with K-12 students attending any Eaton, Ingham or Clinton County school may submit **one artwork** from any grade to be considered for placement on a digital billboard. Only one artwork per teacher is permitted. Please note: parental permission is **required** at the time of application.

### How to Apply

Upload your submission on [Slideroom](http://lansingarts.slideroom.com) (lansingarts.slideroom.com) by 11:59 p.m. EST on Monday, Feb. 3, 2020. The application is available online only and a free applicant account is required to apply.

Submission must include:

A) One (1) high-quality image suitable for billboard display **NOTE: Submission must follow exact specifications listed below. Late or incomplete submissions or submissions containing more than one image will not be accepted.**

B) Parental permission form signed and uploaded.

### Submission Formatting

Choose an image from one student that will best translate to the format below. No self-images, promotional or commercial advertisement images will be considered. Artwork must be suitable for public space. The Arts Council reserves the right to adjust images to fit billboards if necessary.

Examples of previous billboards can be seen on the Arts Council's Young Creatives webpage (<http://lansingarts.org/programs/young-creatives-billboard-project>). The 2020 layout will include the image of the young artist's work with the words "Support Young Creatives" along with his/her name, school, grade and the Arts Council Logo.

### Image submission requirements:

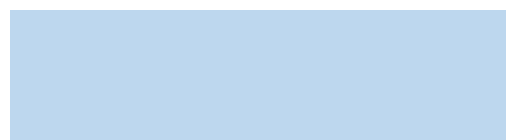
One image sized - 7in. H x 17in. W

Accepted files – JPEG

Resolution - 300 dpi or larger

Color Mode – CMYK

17in. W



7 in. H

## Photoshop Help

If you need help adjusting your chosen image in Photoshop to the right size – please follow these directions:

- 1) Open Photoshop
- 2) Choose “File” > “New”
- 3) Change the “Width” to 17 inches and the “Height” to 7 inches
- 4) Change the “Resolution” to 300 pixels/inch
- 5) Select “OK”
- 6) Choose “File” > “Place” (*if you have the most updated version, select “Place Embedded”*)
- 7) Press the “Enter” key on your keyboard
- 8) Choose “Edit” > “Transform” > “Scale” and then change the size of your image to fit the canvas (*in order to not distort the image, hold down the “Shift” key on your keyboard when changing the scale.*)
- 9) Press the “Enter” key on your keyboard
- 10) If you need to change the positioning of your image on the canvas, select the “Move Tool” (located in the Photoshop Toolbox. To find the “Move Tool” hover over each icon to find the appropriate tool) and drag to the appropriate place.
- 11) Once you have finished making revisions choose “File” > “Save As”
- 12) Appropriately change the “File Name” and change the “Save as type” to “JPEG”
- 13) Press “Save”

## Review Process

An assessment committee will review the submissions and select six youth artworks for digital billboards, which will then be on display around the greater Lansing region from March 1 - 31, 2020. Submissions will be scored on composition and overall visual elements, including roadside appeal. Please note: one billboard will be selected outside of this process – the overall juried winner of the MSU Federal Credit Union High School Art Competition will also be given one of these highly coveted billboards.

## Additional Marketing

Chosen billboards are featured on the Arts Council of Greater Lansing's website and on all of our social media channels, including Facebook, Twitter and Instagram.

## Tentative Schedule (subject to change)

Dec. 2, 2019	RFP Announcement
February 3, 2020	Submission deadline
Week of February 4, 2020	Convening of peer-review committee
By February 11, 2020	Teachers/Artists notified
By February 18, 2020	All artwork sent to Adams Outdoor Advertising
March 1, 2020	Roster of locations sent to teachers/artists (if available)
March 1-31, 2020	Billboards on display

## Opening Reception

On March 1, 2019 an opening Reception will be held at the Arts Council during our Arts Night Out event from 5-8 p.m. The event is open to the public and all exhibiting students and their teachers, families and friends are welcome and encouraged to attend.

## For More Information

Contact Dawn Gorman, communications and events manager at [dawn@lansingarts.org](mailto:dawn@lansingarts.org) or call 517-853-7584. **Arts Council of Greater Lansing – 1208 Turner St., Lansing, MI 48906**

Supported by:





**Arts Council of Greater Lansing**

**Parental Permission Form**

**Young Creatives Billboard Project**

I, \_\_\_\_\_ give my permission to have my son/daughter's artwork displayed on a digital billboard in the greater Lansing region during the entire month of March, 2019 as well as the Arts Council's website and on social media such as Facebook, Twitter, and Instagram. The artwork will be resized and cropped if necessary according to the dimensions of the billboard and will include the following information: A) Full Name of Child, B) Grade, and C) School. It will also include the words: "Supporting Young Creatives" and a statement that March is National Youth Arts Month.

The digital billboards are produced in partnership with Adams Outdoor Advertising, the Michigan State University Federal Credit Union, Jackson National Life, Ingham County, and the Arts Council of Greater Lansing.

Parent Signature \_\_\_\_\_

Date \_\_\_\_\_

Student's Name \_\_\_\_\_ Grade \_\_\_\_\_

School \_\_\_\_\_