Portfolio Showcase 2019 Information
Juried Portfolio Exhibition
August 6 – September 1, 2019

Awards for the Eight Selected Portfolios

- ✓ **Portfolio exhibited at Image City Photography Gallery**
- ✓ **$50 Cash Award**
- ✓ **$50 gift certificate from Kodak Alaris for Professional Print Services**
- ✓ **$50 gift certificate from Lumiere Photo**
- ✓ **A limited-edition *Portfolio Showcase 2019* photobook**
- ✓ **Grand Prize**
  - **Epson Surecolor P600 Printer provided by Epson**
  - **$100 Gift certificate from Kodak Alaris for professional print services**
  - **$200 Gift certificate from Lumiere Photo**
  - **1 year Adobe Creative Cloud Photography Plan**

Dates to Remember - *Portfolio Showcase 2019*

- ✓ **June 9: Submission entry forms due**
- ✓ **June 24: Notice of acceptance mailed**
- ✓ **August 4 Delivery of photographs to the Gallery**
- ✓ **August 6: through September 1: Exhibition**
- ✓ **August 9: Reception, Awards & Grand-Prize Announcement**

Entering the Portfolio Showcase 2019

- ✓ An entry to the Portfolio Showcase consists of eight original photographic images representing a cohesive body of your own work. Photographs selected as winners in previous Portfolio Showcases are not eligible. More than one entry may be submitted. Entry forms are available to download online or pick up at Image City.
- ✓ Entries may be submitted for jurying in one of two ways:
  1. Complete paper entry forms and the eight image files on a CD, DVD or drive are mailed or delivered to Image City. Payment is made with cash, check or credit card.
  2. **Or**, entry forms are downloaded from the Image City website, completed, saved and emailed to Image City. Payment is made through PayPal or credit card online. Eight images are uploaded to Image City electronically through a link that is sent when payment is received.
- ✓ The entry fee is $40 per submission. All submissions must be made by **June 9** to be considered.

Submission for Jurying

- ✓ Two independent judges will make the final selections of eight winning portfolios. The two judges will select the Grand Prize Winner after reviewing the installed framed prints.
- ✓ Digital image files submitted for jury selection must be in JPG format, 300 dpi and 8 inches in the longest dimension.
- ✓ All file names must include the artist's last name, the first name initial, the image number (1-8), the portfolio number if multiple portfolios are entered and ".jpg". Example format: *LastName_FirstInitial_ImageNumber_PortfolioNumber.jpg*
- ✓ If the portfolio images are submitted on CD or thumb drive, they must be labeled with the artist's name, and file names must be consistent with the entry form. Unlabeled submissions will be disqualified. Submitted CDs or thumb drives will be available for return after September 1.

Conditions of Entry

- ✓ Submitted images must be original work by the artist and be of photographic origin.
- ✓ Accepted work will remain on display until the close of the exhibit on September 1, 2019.
- ✓ Image City will retain a 30% commission fee on all sales made during the exhibition.
- ✓ By submitting entries, the photographer grants permission to use accepted work for publicity purposes.

Exhibit Prints – for accepted works

- ✓ To ensure a professional presentation of accepted works in the gallery, Image City requests the following:
  - Print size 8x10-in (minimum). Frame size 11x14-in (minimum). Please contact Image City for approval of prints larger than 20x26-in.
  - Professional quality frame that is wired, ready for installation. White mats are **strongly** encouraged.
  - Canvas prints may be presented framed or stretched over an artist frame ready to install. Please contact Image City about alternate materials or formats.
- ✓ The jury committee and Image City reserve the right to refuse an accepted photograph because of special conditions of installation or if the quality of the work was not accurately represented in the submitted image.

Delivery and Retrieval

- ✓ All accepted photographs must arrive at Image City by August 4, 2019 at 4 pm, ready to install.
- ✓ Artists are responsible for shipping costs and insurance to and from Image City. Work must be shipped in a substantial, reusable container(s). Image City will not be responsible for damage occurring during shipping.
- ✓ Prompt retrieval of photographs on September 1 from 4 - 7 pm will be appreciated. If not picked up at Image City, arrangements for packaging and shipping photographs are the responsibility of the photographer.

Direct questions to the Exhibit Chairman
Steve.Levinson@ImageCityPhotographyGallery.com

Portfolio Showcase 2019 Sponsors

Epson US
epson.com/usa

Kodak Alaris
kodakalaris.com

Lumiere Photo
lumierephoto.com

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adobe.com

What makes a good Portfolio?

This is the question most frequently asked by photographers interested in the Portfolio Showcase. There are no hard and fast rules, but we'd like to offer some guidelines that may help in selecting images for your portfolio submission.

A portfolio is
- A collection of photographic images that explore a single theme or idea.
- A collection of images that work together to tell a story. A portfolio is not necessarily the collection of your very best photographs ever; while that is possible, it's more likely a series of images with a unifying theme.
- For the Portfolio Showcase, it's collection of *eight images* that together form a single theme or tell a story.

Things to consider
- If you lean toward color images then all eight of the images might be in color. If B&W is your preference, then all eight would be in B&W. If you want to tone your images, then all images should be the same, unless, a variation in the tone contributes directly to the unifying theme. Mixing B&W and color or even B&W and Sepia tone could distract from the theme.
- The images could have been created over a period of time – a week, a month, a year or longer. The portfolio images still need to reflect a unifying theme.
- The portfolio could consist of images from a particular geographic location or region. But that may not be enough. Take a set of images from St. Louis. Simply the fact that they all were taken in St. Louis probably does not constitute a portfolio. There would need to be some underlying theme that emerges because they're from St. Louis. On the other hand, a set of images from Death Valley might well qualify, simply because of the location.
- A portfolio could consist of images in which some geometric figure (e.g. vertical lines, circular structures, triangular shapes) tie all the images together. This is often referred to as "graphic linkage."
- When you assemble your portfolio, make sure that *all eight images* contribute to the theme. Cohesiveness in the portfolio is key! You don't want an "outlier."
- It's helpful to look at the images together as you would exhibit them. Ask some friends and family to look at them with you to get some feedback. Take the opportunity to talk about your work as a portfolio.

Mat, frame and image size
- There are specific size requirements for the images submitted to the *Portfolio Showcase 2019*. (See the entry form for details.) Traditionally, photographs are matted with mats and frames of the same size. It also helps support a sense of unity.
- In general, in selecting images and presenting a portfolio, try to minimize any variations that detract from the unifying theme.

We hope these few concepts will help you to make your own selections for submission to the *Portfolio Showcase 2019*.

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Image City Photography Gallery
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