

MOSCOW FARMERS MARKET

2019 Poster Contest - Rules and Instructions

The Moscow Farmers Market is pleased to announce the 2019 Poster Contest for this season. Deadline for submissions is Wednesday, March 27, 2019 by 5:00 p.m.

WHO CAN ENTER A POSTER?

This call to artists is open to everyone, regardless of age or experience, with some restrictions:

- In keeping with the spirit of the Moscow Farmers Market, submissions will be restricted to a 200 air mile radius from Moscow, Idaho. Students from the following schools are exempt from this restriction: University of Idaho, Washington State University, and Lewis-Clark State College.
- Artists may only submit one entry.
- Incomplete entries are not considered.

For additional information regarding the Moscow Farmers Market, please visit the following:

www.ci.moscow.id.us/197/Farmers-Market
www.facebook.com/MoscowFarmersMarket

SELECTION PROCESS

A jury panel composed of Farmers Market Commission members and City of Moscow staff examines submissions for bright colors, creativity, and clear readable text.

From the contest submissions, the panel selects a maximum of five finalists. For one week during the month of April, the public will be able to vote for their favorite of these posters. The finalist submission with the most votes at the end of the voting period is the winner of the 2019 Moscow Farmers Market poster contest.

The winning submission becomes property of the City of Moscow and the artist that submitted the work receives \$100. The artist, or guardian of the artist if applicable, signs 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. The City of Moscow will order four hundred (400) posters for distribution throughout the community. It is expected that the winning artist will sign posters on opening day of the 2019 Moscow Farmers Market season on Saturday, May 4.

Artists not selected as a finalist are able to pick up their entries April 2, 2019. Entries not picked up by May 1, 2019 are discarded.

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REQUIREMENTS

- Submit a completed entry form with your artwork. Attach your entry form onto the backside of your artwork submission.
- All entries must be of **original** design and any picture(s) or graphic(s) used **must** belong to the artist.
- Poster submissions may be in any 2D medium including drawing, painting, mixed media, photography, crayon, marker, original graphic art, etc.
- (1) Physical submission: Artists must mount 11"x17" entry flush onto black foam core.
- (1) Digital file submission (CD or thumb drive) must conform to the following:
 - For all posters *without* a bleed (there is a 1/4 inch band of white space on all sides of the final poster) make sure all text / images are placed at least 1/4 inch away on all sides of the poster edges. This will make your final print ready image 11 x 17 inches. **(Diagram 1)**
 - For all posters *with* a bleed (image(s) continue to the edge(s) of the final poster) make sure all text is placed at least 1/4 inch away (on all sides) of the poster's final edges and allow an extra 1/8 inch bleed on all sides of the design to allow the image(s) 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. **(Diagram 2)**
 - Convert all images to CMYK color mode.
 - Submit your final print ready design as a PDF.
 - File size should 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
- (1) Print ready digital file dimension, conforming to the following:
 - The finished print size must be 11 x 17 inches (vertical or horizontal) that includes a 2.5 inch border at the bottom for logos and Market information. This border may include color or images(s), but the color or image(s) must not distract from or overpower the logos and Market information to be included. **(Diagrams 1 & 2)**
- The following text must be included and designed into the submission:
 - "Moscow Farmers Market" **(Please note that there is no apostrophe in "Farmers")**
 - "May through October"
 - "2019"
 - "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 9:00 a.m. to 12:30 p.m."
- Submissions must portray one of the following themes:
 - A farm setting
 - A scene at the Moscow Farmers Market
 - Fresh fruits and/or vegetables available at the Market
 - The social culture of the Market

Unacceptable design elements include out of area produce not available at the Market.

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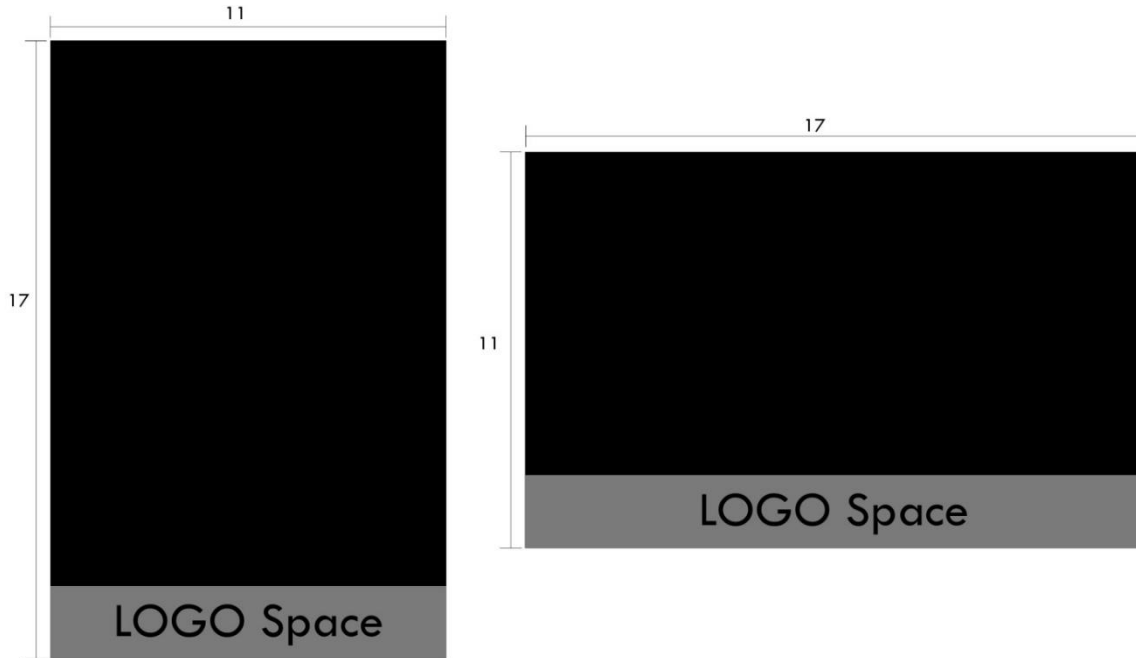
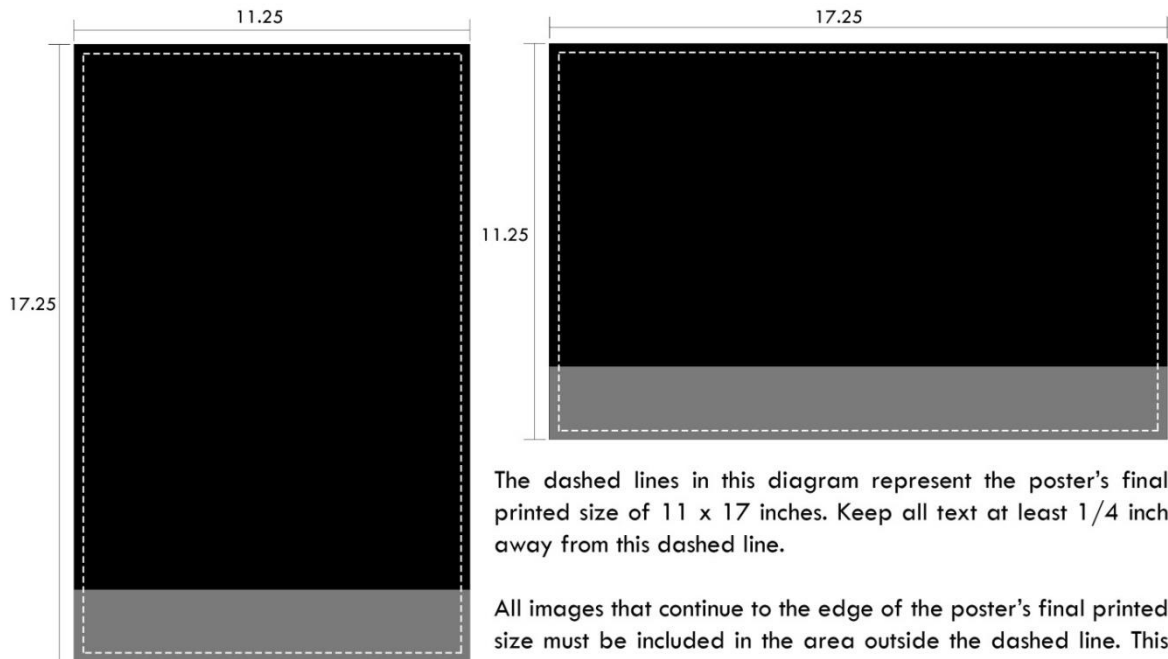


Diagram 1



The dashed lines in this diagram represent the poster's final printed size of 11 x 17 inches. Keep all text at least 1/4 inch away from this dashed line.

All images that continue to the edge of the poster's final printed size must be included in the area outside the dashed line. This area will be cropped away during the printing process.

Diagram 2