



**Official Entry Form and Competition Rules
for the Valley Cultural Center
“Photography as Art” Exhibition and Competition**



OFFICIAL ENTRY FORM (photocopies acceptable)

Please print legibly. All information is required. Incomplete entry forms will be immediately disqualified.

Name _____

Address 1 _____

Address 2 _____

City, State and Zip _____

Daytime Telephone _____ **Email Address** _____

Image Title _____

Category (please check one)

1. **High School Student** (enter name of high school) _____
2. **College Student** (enter name of college) _____
3. **Amateur** (non student)

OFFICIAL RULES

PRODUCER: Producer is the Valley Cultural Center, 21550 Oxnard Street #470, Woodland Hills, CA 91367 ("Producer").

ELIGIBILITY: Entrants must be residents of the San Fernando Valley, California. Competition is open only to the following three categories: 1) Students attending high schools in the San Fernando Valley, 2) Students attending colleges in the San Fernando Valley and 3) Amateur photographers residing in the San Fernando Valley. Competition is void where prohibited.

COMPETITION DEADLINES

1. December 1, 2009 to January 31, 2010 – Entry period for initial (“Stage 1”) digital image submission (“Entry Period”)
 - December 1, 2009: First day that digital images (“Initial Entries”) will be accepted for entrance in Stage 1 of competition
 - January 31, 2010: Deadline for receipt of Initial Entries and this Official Entry Form
2. February 28, 2010: Announcement of entries accepted for Stage 2 Exhibition and Competition (“Stage 2”)
3. March 31, 2010: Deadline for receipt of framed prints for Stage 2 Exhibition and Competition
4. April 17, 2010: Show opens at Westfield Topanga in Woodland Hills, CA, with framed prints exhibited at Opening Reception
 - Competition will be judged during the reception and winners will be announced at the end of the evening (“Stage 2 Competition”)
5. April 30, 2010: Exhibition closes at Westfield Topanga and winners’ images may be displayed in a traveling art exhibit (“Winners’ Traveling Exhibition”) at various locations throughout the San Fernando Valley from May 1 through August 31, 2010. Final locations for the traveling exhibit are to be determined (TBD). and may include major local hotels, banks and libraries in the San Fernando Valley.
6. August 31, 2010: Last day of Winners’ Traveling Exhibition

HOW TO ENTER: Each Entry consists of 1) this Official Entry Form and 2) a single image. Complete this Official Entry Form with all required information, including name, address, telephone number, email address, and image title; and submit along with your photograph in accordance with the instructions below. Entrants may submit entries at different times during the Entry Period, but no entrant may submit in total more than three (3) entries. If an entrant exceeds this limit, Producer may at its absolute discretion either disqualify all the entrant’s entries or select three entries to go forward for judging and reject the remainder. Each entry must comply with the following requirements:

- Photographs must have been taken within two (2) years before the date of entry. Any form of photographic art is eligible – images shot on film, shot digitally, black and white, color, computer imaging and mixed media – provided that some part of the image is photographically created
- Only digital images will be accepted for the initial submission. No print or film submissions will be accepted for Initial Entry into this Competition. The photograph need not be taken with a digital camera - scans of photographic prints, negatives or transparencies are acceptable as well.
- Initial Entries must be submitted as digital files in the JPEG (JPG) format. JPEG compression should be set to maximum image quality (minimum compression) in order to prevent deterioration of image quality. Filename must have the correct extension (.jpg or .jpeg). Images must be at least 1,600 pixels wide (if a horizontal image) or 1,600 pixels tall (if a vertical image) at 300ppi with a total file size of no more than five (5) megabytes. Images may be submitted either as email attachments or via the US mail as follows:
 1. Scan and Email this form with images attached to: photographyasart@sbcglobal.net
 2. Mail or deliver images on a CD and this form to: **Valley Cultural Center, c/o Photography as Art, 21550 Oxnard Street #470, Woodland Hills, CA 91367**
- Photographs that include sculptures, statues, paintings, and other works of art will be accepted as long as they do not constitute copyright infringement or fraud. Entrants must be prepared to provide a release form as described below in "Release." When photographing the work of others, it must be as an object in its environment and not a full-frame close-up of another person’s art.
- The photograph, in its entirety, must be a single work of original material taken by the Competition entrant. By entering the Competition, entrant represents, acknowledges, and warrants that the submitted photograph is an original work created solely by the entrant, that the photograph does not infringe on the copyrights, trademarks, moral rights, rights of privacy/publicity or intellectual property rights of any person or entity, and that no other party has any right, title, claim, or interest in the photograph.
- The photograph must not, in the sole and unfettered discretion of the Producer, contain obscene, provocative, defamatory, sexually explicit, or otherwise objectionable or inappropriate content. Entries containing such content will be immediately disqualified.

All entries must be submitted and received by January 31, 2010. Proof of submission is not proof of receipt.

Entrants whose images advance from Stage 1 to Stage 2 will be required to print each image and submit it for exhibition (see “PRINTS FOR STAGE 2 COMPETITION AND EXHIBITION” below)

JUDGING: The judging will be done in two stages. This is a skill-based Competition, and chance plays no part in the determination of winners.

STAGE 1 JUDGING

Judging of digital images for the initial stage will be done by a panel comprised of at least one professional photographer plus Valley Cultural Center board members, staff and volunteers. Digital entries will be judged equally on the following three criteria ("Judging Criteria"): 1) creativity, 2) technical expertise and 3) aesthetic value. The decisions of the judges are final. Digital entries will be ranked in descending order and the top 25 images from each category (high school, college and amateur) will advance to Stage 2 for the Exhibition and Final Competition (see "Competition Deadlines" above for key dates). Entrants whose images are selected for the Stage 2 Exhibition and Competition will all be notified via email on February 28, 2010.

PRINTS FOR STAGE 2 COMPETITION AND EXHIBITION

Entrants whose image(s) are selected for Stage 2 Exhibition and Competition must print, mount and frame the selected image(s) for exhibition and competition. Finished prints must be no larger than 24 inches on the longest side (framed or unframed, 24 inch measurement includes the frame). Unframed prints must be mounted (mount board should be between 1/8" and 3/8" thick). With the exception of canvas gallery wraps and other mounts that may be suitable for display without framing, artists are encouraged to frame images to deliver a finished product worthy of the judges' consideration. Please note that the artist's name must not appear anywhere on the front of the print as competition judging will be anonymous.

Prints must be submitted in a "ready to hang" condition with the appropriate hardware attached to the back of the frame or print. "Ready to hang" prints must be delivered to the Valley Cultural Center by March 31, 2010. See "PRODUCER" above for the address of the Valley Cultural Center. Prints that are not appropriately mounted or framed and ready to hang may be immediately disqualified.

STAGE 2 EXHIBITION AND COMPETITION JUDGING

Stage 2 Exhibition and Competition judging will take place on April 17, 2010 at Westfield Topanga in Woodland Hills, CA. The images in each category in the exhibition will be judged by a panel of five Judges (Judges TBD – judges may include but are not limited to members of VCC's Board of Directors, sponsors, Valley Artist Guild, community representatives, professional photographers and art curators in the San Fernando Valley) based on the Judging Criteria as defined above. Entries will be ranked in descending order and the top five winning images from each category will be announced at the end of the reception. Judges' decisions are final and may not be contested.

COMPETITION PRIZES

TOP THREE IMAGES IN EACH CATEGORY

- 1st Place – The first place winner in each category will receive \$1,000 in cash plus a \$250 certificate for print lab services donated by Bay Photo Lab
- 2nd Place – The second place winner in each category will receive \$500 in cash plus a \$150 certificate for print lab services donated by Bay Photo Lab
- 3rd Place – The third place winner in each category will receive \$250 in cash plus a \$50 certificate for print lab services donated by Bay Photo Lab

BEST IN SHOW: One winner from category will receive a Best in Show award consisting of a studio lighting kit donated by Woodland Hills Camera as follows:

- High School Best in Show will receive an RPS Studio RS-4082 light kit, valued at approximately \$200, donated by Woodland Hills Camera
- College Best in Show will receive an Interfit SXT3200 light kit, valued at approximately \$400, donated by Woodland Hills Camera
- Amateur Best in Show will receive a Westcott Strobelight Kit, valued at approximately \$600, donated by Woodland Hills Camera

COMMUNITY RECOGNITION

1. All five competition winners in each category will have their winning images displayed in the Valley Cultural Center 2010 Concerts in the Park Program and Guide. This guide is an 80-page, 4-color publication that is distributed at Concerts in the Park and throughout the San Fernando Valley.
2. All winners will be recognized at the 2010 Valley Cultural Center Community Concert Day (date TBD) and their images will be displayed at the concert.

RELEASE

Stage 2 winners may be required to sign and return an affidavit of eligibility, grant of rights, and a publicity and liability release within 14 days of notification, or alternate (next highest ranked entrant) winners will be selected. By entering this Competition and/or accepting a prize, Stage 2 winners agree to allow Producer to use their winning photographs and each winner's name, likeness, city, state and/or voice in any publicity or advertising relating to the Competition or future promotions without compensation, review, notification or approval (except where prohibited by law).

COPYRIGHT, LICENSE AND USE OF IMAGES

All entrants agree that any image they submit to the Photography as Art Exhibition and Competition may be used for marketing and promotional purposes directly related to the Valley Cultural Center Photography as Art Exhibition and Competition. This use may include, but is not limited to, publication in any Valley Cultural Center printed materials, advertisements, electronic media, Internet, television, catalog, DVD, magazine, gallery shows, and www.valleycultural.org. Any image used by the Valley Cultural Center shall carry a photo credit for the Entrant. Copyright and all other rights remain that of the Entrant.

LIMITATION OF LIABILITY

By entering this Competition, all entrants agree to release, discharge, and hold harmless Producer and its staff, board members, donors, partners, affiliates, subsidiaries, advertising agencies, agents and their employees, officers, directors, and representatives from any claims, losses, and damages arising out of their participation in this Competition or any Competition-related activities and the acceptance and use, misuse, or possession of any prizes awarded hereunder.

Producer assumes no responsibility for any error, omission, interruption, deletion, defect, or delay in operation or transmission; communications line failure; alteration, theft or destruction of or unauthorized access to Competition entries, whether digital (Stage 1) or printed (Stage 2), or entry forms. Producer is not responsible for any problems with or technical malfunction of any telephone network or lines, computer online systems, servers or providers, computer equipment, software, failure of any email entry to be received on account of technical problems or traffic congestion on the Internet or at any website, human errors of any kind, or any combination thereof, including any theft, injury or damage to digital (Stage 1) or printed (Stage 2) images or entrants' or any other persons' computers related to or resulting from participation, submitting, uploading or downloading of any materials related to in this Competition.

CONDITIONS

Entrants agree 1) to be bound by these Official Competition Rules and 2) that the decisions of the Judges are final and binding with respect to all matters relating to the Competition. All federal, state and local taxes, fees, surcharges and other taxes (whether foreign or domestic, and including income, sales, and import taxes) on prizes are the sole responsibility of the prize winners. In the event that the selected winner of any prize is ineligible, cannot be contacted, fails to respond within ten (10) days to a winner notification, or refuses the prize, the prize will be forfeited and Producer, in its sole discretion, may award the prize to another entrant.

Producer reserves the right to verify the validity and originality of any entry and/or entrant (including an entrant's identity and address) and to disqualify any entrant who submits an entry that is not in accordance with these Official Rules or who tampers with the entry process. Failure by Producer to enforce any of its rights at any stage does not constitute a waiver of those rights.

RIGHT TO CANCEL OR SUSPEND COMPETITION

Producer reserves the right, at its sole discretion, to cancel or terminate the Competition. If the Competition is terminated prior to the determination of Stage 2 winners, Producer will not retain any rights in the submitted photographs.

DATA PRIVACY

Entrants agree that personal data, especially name and address, may be processed, shared, and otherwise used for the purposes and within the context of the Competition and any other purposes outlined in these Official Rules. Data may be used by Producer to verify the participant's identity, postal address, and telephone number or to otherwise verify the participant's eligibility to participate in the Competition. Participants may access, review, rectify, or cancel any personal data held by Producer by writing to Producer at Valley Cultural Center, Photography as Art Exhibition and Competition, 21550 Oxnard Street #470, Woodland Hills, CA 91367.