

CLARENCE VALLEY IN FOCUS 2021|22

ARTIST BRIEF

Subject matter:

- Council is looking for images that demonstrate the theme of “*Home*” and incorporate the photographers’ skill and interpretation of this theme.
- Photographers of all skill levels are invited to submit work on the theme “*Home*”. A large-scale exhibition at the Grafton Regional Gallery will feature the finalist of each category, as selected by the panel of judges.

Specifications, format and reproduction:

- Each entrant may submit up to three (3) photos only.
- Each photo must be accompanied with its own entry form and submitted online via the official entry form.
- Each entry must identify the correct category (ie. the type of camera used or youth section)
- Photos can be digitally manipulated as long as all elements of the photo are by the photographer and no stock imagery or photographs are used.
- Your photos require a minimum 300 dpi, JPEG or TIFF file and must be no smaller than 1.5mb or larger than 10Mb.
- The finalist’s photographs will be enlarged and reproduced up to 3m height or width on fabric for the exhibition at a venue to be advised. Therefore the submitted work must be of sufficiently high quality for the reproduction and printing process
- The photographer may be asked to be involved in the final presentation of the work if cropping is required.
- Clarence Valley Council will fund the reproduction of images, the installation and other costs associated with the exhibition.
- All images submitted must have been taken since 1 January 2021 within the Clarence Valley local government area.

Competition categories:

The competition has four categories and five prizes which are:

1. MOBILE: Photo taken with a mobile phone / smart phone. Prize \$500
2. COMPACT: Photo taken with a compact camera including GoPro / drone / point and shoot camera. Prize \$500
3. DIGITAL/SLR: Photo taken with a Digital SLR / SLR / TLR camera. Prize \$500
4. YOUTH: Youth prize for a photo taken by a person **under the age of 25 years**. The prize for this section is \$200

An additional prize of \$500 will be awarded for the photo selected for use in the **plunge** Festival promotional campaign taken with any camera will be selected from all entries in all categories.

Prizes:

- Finalists in the Mobile, Digital/SLR and Compact camera categories will each receive \$500.
- Finalists in the Youth category will receive \$200.
- These prizes cover the rights associated with using the photographs as part of the exhibition at the Grafton Regional Gallery as part of the **plunge** Art & Culture Festival 2022. The photos will be reproduced on fabric and enlarged up to three metres high and wide for the exhibition.
- The Clarence Valley InFocus Competition will also be awarding \$500 to cover the rights associated with using a photograph as part of the advertising and promotion of the **plunge** Art & Culture Festival program 2022.

The **plunge** Art & Culture Festival winner:

- The winner of this category's photo will be used in all print media, signage, banners, website and other associated promotional and marketing material for the festival – Get your creative hat on for this category.
- **plunge** Art & Culture Festival is a month-long event which showcases cultural experiences and events, music dance and theatre performance, exhibition launches, exhibitions and events, workshops and education, teens and kids activities as well as art, craft and food markets across the Clarence Valley.
- For everything you need to know about **plunge** Art & Culture Festival, go to www.clarence.nsw.gov.au/plunge or connect with Council's Clarence Valley Culture Facebook page at www.facebook.com/clarencevalleyculture.

Competition finalists and exhibition:

- The works will be viewed by a panel of judges chosen by Clarence Valley Council.
- The panel of judges will be made up of leading photographers of the Clarence Valley
- The winners as judged by the panel will receive \$500 (\$200 for the youth section) for the right to exhibit the photograph as part of the exhibition and in accordance with the Terms and Conditions.

Selection process and criteria:

Works will be selected in accordance with the following criteria:

- The work submitted is in accordance with the "Specification, Format and Reproduction" set out above;
- Demonstrated skill in the art form.
- Adaptability of the work to the large format.
- Agreement with the Terms and Conditions of the Exhibition and submission of the completed Entry Form;
- The submitted photograph must have been shot within the region of the Clarence Valley.