

ARTIST SELECTION PROCESS

Each new civic art project has a selection process. Artists are asked to submit an application including a letter of interest, resume, references, images and annotated image list.

Applications are reviewed by a Project Coordination Committee composed of representatives from a County Supervisor's Office, Chief Executive Office, Department of Public Works or Community Development Commission, tenant department(s), Art Commissioner, project architect, community member and arts professional.

TIPS ON CREATING A STRONG APPLICATION

Letter of Interest

The letter of interest is very important in the Civic Art Program's selection process. Address all of the points listed in the Request for Qualifications.

- Do not send a generic form letter.
- Interest in the project.
- Interest in or experience with creating a site-specific artwork.
- Your connection to or interest in the project area.
- Indicate why you think you/your artwork would be a good match for the project.
- Keep it concise; don't go into length summarizing your past experience.
- Interest in public art.
- Experience working in collaboration with others.

Resume

- Keep it short (1 to 2 pages)
- Most important: education, professional experience as a civic artist and studio artist, gallery representation, solo exhibitions.
- Also, teaching experience, awards/fellowships/grants.
- Use 10pt or 11pt font

References

- Make sure your references are current and that they know you are listing them!

Images

General guidelines

- One photograph per image.
- 1-3 images per project.
- Start with "in context" image, followed by "detail" images.
- Do not use images of the installation.
- Multiple views in a single image is discouraged.
- Do not overlay text on an image.
- Showcase colors and textures with proper lighting.
- Crop image to eliminate unnecessary negative space.
- Feature and focus on the artwork.
- Do not over process your images.
- Do not submit blurred images
- Properly label images (example: 01Brown.jpg) to correspond to your annotated image list.

Resizing images in Adobe Photoshop

Image requirements: 1920w x 1920h pixels, JPEG format, PC compatible.

Step 1) Open a high resolution JPEG, RAW or TIFF file in Adobe Photoshop.

Step 2) Go to Image, then Image Size to open the Image Size dialogue box.

- Set resolution to 72 pixels/inch; located under *Document Size*.
- Set the longest edge, width or height, to 1920 pixels, located under *Pixel Dimension*.
- Make sure that *Constrain Proportions* and *Resample Image* are selected and leave as *Bicubic*. Click OK.

Step 3) Save your image in JPEG format. Your image file should be no larger than 1.8MB.

Other photo editing software capable of handling image resizing:

For MAC/PC users, try: <http://pixlr.com/editor>

Annotated Image List should include:

- Numbers to correspond to the submitted images (example: 01Brown.jpg).
- Title, date and location (only include location if the artwork was commissioned or purchased, others should indicate: Collection of the artist).
- Medium and dimensions (example: Oil on canvas; h x w x d).
- Budget (Indicate budget or NFS if applicable).
- **Brief** two to three sentence description of artwork.