

NORTH VALLEY ART LEAGUE
2017 REGIONAL JURIED PHOTOGRAPHY SHOW
May 2 – June 3, 2017
NVAL Carter House Gallery, Redding, CA 96003

Note: The NVAL International Juried Photography Show will not be held in 2017.

REGIONAL SHOW PROSPECTUS

Regional Show Framing Program -- \$15 to rent one of NVAL's frames and have NVAL frame your work. FOR DETAILS go to nval.org, select Shows, Photography, Regional. The link to the Framing Program is near the top of the Prospectus.

To Enter, Scroll to the bottom of the 2017 online Prospectus at nval.org -- see more below.

ELIGIBILITY

This show is open to all photographers residing in Northern California and Southern Oregon defined as follows: Sonoma, Napa, Solano, Yolo, Sacramento, El Dorado counties and all counties north to the California border -- the southern Oregon counties of Coos, Douglas, Curry, Josephine, Jackson, Klamath, Lake, Harney, and Malheur.

Images previously accepted into a NVAL Juried Photography Show are not eligible – with the exception of images accepted into a NVAL International Juried Photography Show as a Silver Selection.

All forms of photographic expression are encouraged: film and digital capture, both traditional and digital darkroom, along with photo manipulation. All entries must be the entrant's original work, i.e. the capture of the image as well as dark room and digital processing. This does not preclude the use of professional labs for printing, resizing, and film development.

EXHIBITION

Our purpose is to professionally exhibit your unique artwork in our gallery for patrons to view, appreciate and purchase. Approximately 80 images will be exhibited at our spacious Carter House Gallery and also on the NVAL website. The gallery is located in Caldwell Park, 48 Quartz Hill Road, Redding, CA 96003.

The North Valley Art League is a non-profit, all volunteer organization. Your entry fees cover the prize money and other expenses of running the photography show. Any remaining monies help fund the operating expenses of the NVAL Carter House Gallery so that we can continue our goal of furthering the visual arts in the Northern California region.

TOTAL AWARDS \$1000

First Place -- \$500

Second Place -- \$250

Third Place -- \$100

3 Merit Awards -- \$50 each

6 Honorable Mentions

SHOW CALENDAR	
Entry Period Opens	January 1, 2017
Entry Deadline	Tuesday, Mar 14
Notice of Acceptance	Tuesday, Mar 28
Framing Program Work Due	April 12 - 23
Shipped Work Due	April 12 - 28
Hand-delivered work due	April 12 - 29
Show Opens	Tuesday, May 2
Reception and Awards	Saturday, May 6, 5-7 pm
Pick up Unsold Work	Saturday, June 3, after 3 pm

**** If you are using the NVAL Framing Program, submit your matted print(s) April 12 – 23.**

Special arrangements can be made if you need to deliver your work before the dates mentioned above or if you are unable to pick up any unsold work on the specified day. Please contact show chair.

Only juror-accepted work submitted for gallery exhibit is eligible for awards.

JUROR

Jon Lynn McCallum is a Northern California artist, having studied art at College of the Redwoods, Humboldt State University, and California State University, Chico, where he achieved an MFA degree in Fine Art Photography. Among several awards received as a student was the Hopper MFA Award for demonstrating “growth, accomplishment, and risk-taking” as well as “leadership and contribution to the campus and community.” While exhibiting mostly in Northern California, some of his works have gone as far as Virginia, where the renowned alternative photographer Christopher James selected some of his images, and even China for an International Photography Festival.

Since his education, McCallum has been teaching art courses at Shasta College in Redding, CA, including graphic design and art history, keeping his observational and feedback skills sharpened through regular classroom critiques. While much of his work has been based in photography, he loves creating with all kinds of media: visual work made by hand or digitally, playing guitar, and writing. Experiencing difficulty with speaking as a child, McCallum has long delighted how the arts communicate in other ways besides mere talk.

ENTRY FEES -- ALL ENTRIES WILL BE SUBMITTED ONLINE (see instructions below)

- \$33 to enter three entries
- \$8 for each additional entry
- No limit on the number of submittals per entrant
- THE NON-REFUNDABLE ENTRY FEE WILL BE CHARGED TO YOUR CREDIT CARD
- Images will be juried in electronic format as submitted, with final jurying for awards based on the framed prints presented for the Carter House Gallery exhibit.

ACCEPTANCE NOTICE: Everyone who enters will receive an email notification regarding acceptance or non-acceptance by December 15, 2015. Detailed instructions for delivery, shipping, and artwork identification will be detailed in the acceptance notice.

EXHIBIT PRINTS: All accepted images submitted for exhibition must be printed and framed either professionally or in a professional manner. Simple dark framing with white or off-white matting is recommended. Works must be delivered ready to hang. Maximum frame dimension is 40" and maximum weight is 12 pounds. NVAL hangs with cable hooks, so please use only frame hangers, D-rings or split rings for your hanging hardware.

If framed work does not substantially meet the appearance of the JPEG entry, or if the print quality, matting or framing are not suitable quality for gallery presentation, the NVAL may ask the artist to replace whichever element is not suitable. If the artist is unwilling to meet these standards, the NVAL reserves the right to replace the entry with another work selected by the juror.

SALE OF ARTWORK: There will be a 20 percent commission charged by the gallery on any piece that is sold. California sales tax will be collected.

COPYRIGHT: Entrants retain copyright of all their submitted images, subject to the NVAL Use Rights listed below.

USE RIGHTS: By submission for jurying, artists whose submissions are chosen for the exhibition grant the North Valley Art League the right to use their images for the purpose of marketing the exhibition, marketing the North Valley Art League's programs and subsequent display on the NVAL website gallery exhibits. Artists grant the use of their image(s) as stated without further contact or compensation from NVAL. Artist's recognition is provided with any use.

NVAL/GALLERY LIABILITY and INSURANCE: Artists are solely responsible for the cost, care, protection, and insurance of their work during shipment to and from the Carter House Gallery. For exhibited work, the North Valley Art League's responsibility and liability for any damage or loss for whatever reason will be limited to the cost of printing and framing of the particular piece. Every care will be taken to secure the safety of all exhibited works of art.

TO PREPARE YOUR IMAGES FOR ONLINE ENTRY PLEASE USE THE FOLLOWING CRITERIA

- JPEG format
- File size no larger than 4MG
- SRGB color space is recommended for the most accurate web version of your images.
- Ideally the longest side should be 1,280 pixels. If your image is LESS than 800 pixels on the longest side, you may want to resize it using the original, larger file. If you do not have the original larger file, do not try to upsize your image. You are better off submitting an image as small as 600 pixels on the longest side than to distort the quality of the image by trying to increase the pixel dimension.
- Please do not use your name in the title or filename. Make sure that your file name (not the title) does not include special characters: ' " ; : { } \ / or any of the characters found above the numbers (@, #, *, etc.) except the underscore and dash.

TIPS ON USING OUR ONLINE ENTRY SERVICE

- Our online entry service has recently launched a new enhanced version. Returning entrants will need to create a new account, if they have not already done so for another organization using the same service. With this new version entrants will only need one account for all competitions/organizations using the service.
- Once you set up your account, you will be asked to select the 2017 Regional Juried Photography Show. Then use your credit card to pay the entry fee and proceed to enter your images.
- To view your images at full size double click on the thumbnail.
- You may edit your entries or add additional images at any time up until the entry deadline.

TO ENTER or EDIT - Go to nval.org, select Shows, Photography, Regional. Scroll to the bottom of the 2017 Prospectus and Click Enter Here.

QUESTIONS: Email regionalphotoshow@sbcglobal.net or call showmen, Bernie and Charlotte Bryson - 530-221-1993