

TIPS ON CREATING A STRONG APPLICATION:

Letter of Interest The letter of interest is very important in the Civic Art Program's selection process. Each letter is reviewed by each project coordination committee member.

- Address all of the points listed in the RFQ
 - Why the project interests you
 - 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
- Do not send a generic form letter

Resume

- Keep it short (4 pages or less)
- Most important: education, professional experience as an artist, gallery representation, solo exhibitions. Also, teaching experience, awards/fellowships/grants.
- Use 10pt font or larger

References

- Make sure your references are current and that they know you are listing them!
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TIPS ON CREATING GOOD VISUALS:

General guidelines

- One photograph per image
- 1-4 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 submit blurred or low resolution 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 CD-ROM.

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 users, try GIMP: <http://www.gimp.org/>

For PC users, try Paint.Net: <http://www.getpaint.net/>

For MAC/PC users, try SUMOPaint: <http://www.sumopaint.com/web/>

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 purchased, others should indicate: Collection of the artist)
- Medium and dimensions (example: Oil on canvas; h x w x d)
- Budget (Indicate budget if sold or available, NFS if applicable)