

Your application will be screened **primarily** by review of the ten images of ten different works of art submitted with your application. For this reason it is very important that you submit high quality images representing your best work. **Assume that the panel reviewing your anonymous images will have no prior knowledge of your work and thus are basing their selections on what they see in these ten digital images.**

Please consider the following when making your selections:

- Are your images of ten different works of art (no duplications or detail shots)?
- Do your images reflect a consistent body and style of work?
- Is there a similarity in style, theme or treatment of visual elements?
- Do your images represent technical proficiency?
- Is the technical proficiency consistent across all of the images?
- Does your work look like the same person did all of it?
- Are the finished pieces unique works of art, reflecting originality and individuality?
- Are your images of work created from 2007 to the present?
- Is the quality of the digital images good? Is the artwork difficult to see?
- Do the images have "true" color or are they washed out?
- Have the images been shot from a professional perspective?
- Do your images contain distracting elements such as fingers, walls, barbeques, weeds, car parts, etc? If so, we recommend that you invest in professional images of your work.

*Note: Your acceptance is based on a numerical screening score and your score *will be adversely affected* if your images look unprofessional.*

What if I work in Several Media?

It is not unusual for an artist to work in several media. The screening for Open Studios asks that ten images be submitted which reflect a consistent body of work. This presumes that professional artists have developed **a body of work within at least one medium**, even if they work in multiple media.

When images are submitted revealing extremely diverse work in technical proficiency, style, or medium, the question always arises, "Is this student work representing varied class assignments?" The more diverse the work, the less the screening panel can predict what the public will see when visiting a particular studio.

Do you still have questions?

Please review the Frequently Asked Questions (FAQs) on our website **BEFORE** contacting the Cultural Council.

We also recommend attending one of the Application Assistance Workshops held at the Cultural Council office: Tuesday, March 24th or Monday, March 30th from 6:30-8:00 pm.

Events Manager, Ann Ostermann: phone (831) 475-9600, ext 17; e-mail events@ccscc.org
Cultural Council of Santa Cruz County, 2400 Chanticleer Avenue, Suite G, Santa Cruz, CA 95062