

# Portfolio Showcase 2015

## Juried Portfolio Show

August 11 – September 6, 2015

### Call for Submissions: Information and Entry Form

#### Awards for the Eight Selected Portfolios

- ✓ Portfolio exhibited at Image City Photography Gallery
- ✓ \$100 from Lumiere Photo in products and services
- ✓ \$50 from Rowe Photo in products and services
- ✓ A limited-edition copy of the *Portfolio Showcase 2015* book

#### A Grand Prize Selection from the Eight Portfolios

- ✓ \$250 certificate from Rowe Photo
- ✓ Free exhibition space in a future show at Image City

#### Dates to Remember - Portfolio Showcase 2015

- ✓ **Submission** forms due by 6pm June 13, 2015
- ✓ Notice of **acceptance** mailed June 29, 2015
- ✓ Winning portfolios **delivered** to Gallery August 9, 2015
- ✓ **Reception, Award Ceremony, and Announcement of Grand Prize Winner** August 14, 2015

### How to Enter Portfolio Showcase 2015

- ✓ Select eight (no more, no fewer) images that represent a cohesive body of work.
- ✓ Submitted images to be juried must be in digital form.
- ✓ You may submit more than one entry; use one of the attached submission forms with each entry.
- ✓ Send or deliver completed submission form, entry fee and submitted images to Image City Photography Gallery **delivered to the Gallery by June 13, 2015**
- ✓ Entry fee is \$35 per submission (\$30 if submission received before June 1, 2015) by check to Image City Photography Gallery. Credit card or cash payments may be made in person at the gallery.

### Submission for Jurying

- ✓ An independent judge will make the final selections of the eight winning portfolios. A grand prize winner will be selected by the gallery partners from the eight winning portfolios.
- ✓ On the submission form, fully describe the dimensions of each photograph and the dimensions of the frame.
- ✓ Submit your digital image files as JPEG's on a CD. Images must be at least 300 dpi with the longest dimension of at least 8 inches. E-mailed images will not be accepted.
- ✓ Label the CDs with your name as it appears on the entry form. Digital image file names must also be the same as those on the entry form. Unlabeled submissions will be disqualified. Submitted CD's will not be returned.
- ✓ Deliver or mail submissions to Image City. Entry must be delivered to the Gallery by 6 pm June 13 or if mailed, postmarked by June 13.
- ✓ Photographs selected for Portfolio Showcase in previous years are not eligible for entry in this year's *Portfolio Showcase 2015*.
- ✓ **Direct any questions to Steve Levinson, Chairman of the Exhibit, Steve.Levinson@ImageCityPhotographyGallery.com.**

### Notification of Acceptance

- ✓ Letters of acceptance will be mailed by June 29, 2015

**Image City Photography Gallery, 585.271.2540**  
722 University Avenue, Rochester, NY 14607  
www.ImageCityPhotographyGallery.com  
info@ImageCityPhotographyGallery.com

### Conditions of Entry

- ✓ The submitted images must have an element of photographic origin.
- ✓ All entries must be your original work. If accepted, works must be suitably prepared for installation and publication.
- ✓ Accepted work may not be withdrawn before the close of the exhibition on September 6, 2015.
- ✓ Image City will retain a 30% commission fee on all sales made during the exhibition. An insurance value (i.e. material costs to reproduce) and a sale price, which includes the commission fee, must be included on the submission form.
- ✓ By submitting entries, the photographer grants permission to reproduce the submitted work for the Image City, Lumiere Photo, and Rowe Photo websites and for publicity purposes and the *Portfolio Showcase 2015* book to be published.

### Exhibit Prints - accepted works

- ✓ The focus of *Portfolio Showcase 2015* is to feature the photographs professionally presented in a gallery setting. Image City requests adoption of requirements that follow.
- ✓ Print size 8x10-inch (minimum) or larger.
- ✓ Frame size 11x14-inch (minimum) or larger.
- ✓ Please check with the Image City curatorial committee for approval of any print sizes larger than 20x26 inches.
- ✓ Professional quality frame that is wired, ready for installation. White mats are **strongly** encouraged.
- ✓ Canvas prints may be presented framed or stretched over an artist frame ready to install.
- ✓ The jury committee and Image City reserve the right to refuse an accepted photograph because of special conditions of installation or if the quality of the work was not accurately represented in the submitted image.
- ✓ Please contact Image City with any questions about the presentation for your accepted photographs.

### Liability / Delivery / Retrieval

- ✓ Image City will insure accepted photographs while on site for the insurance value (cost to reprint and frame) indicated on the submission form. Insurance for the photograph during shipping and transit to the Gallery is the responsibility of the entrant.
- ✓ All accepted photographs must arrive at Image City by August 9, 2015 at 4 pm ready to install.
- ✓ Artists are responsible for all shipping costs including insurance. Work must be shipped in a substantial, reusable container. The Gallery will not be responsible for any damage that occurs during shipping.
- ✓ Prompt retrieval of photographs after the exhibit will be gratefully appreciated. Photographs should be picked up September 6 from 4-7 pm. If not picked up at the Gallery, arrangements for packaging and shipping photographs are the responsibility of the photographer.

### Portfolio Showcase 2015 Sponsors

**Lumiere Photo, 585.461.4447**

www.Lumierephoto.com info@lumierephoto.com  
100 College Avenue, Rochester, NY 14607

**Rowe Photo, 585.442.8230**

www.rowephoto.com photolab@rowephoto.com  
1737 Mt. Hope Avenue, Rochester, NY 14620  
1175 Ridge Road, Webster, NY 14580

# What makes a good Portfolio?

This is the question most frequently asked by photographers interested in the Portfolio Showcase. There are no hard and fast rules, but we'd like to offer some guidelines that may help in selecting images for your portfolio submission.

## A portfolio is

- A collection of photographic images that explore a single theme or idea.
- A collection of images that work together to tell a story. A portfolio is not necessarily the collection of your very best photographs ever; while that is possible, it's more likely a series of images with a unifying theme.
- For the Portfolio Showcase, it's collection of *eight images* that together form a single theme or tell a story.

## Things to consider

- If you lean toward color images then all eight of the images might be in color. If B&W is your preference, then all eight would be in B&W. If you want to tone your images, then all images should be the same, unless a variation in the tone contributes directly to the unifying theme. Mixing B&W and color or even B&W and Sepia tone could distract from the theme.
- The images could have been created over a period of time – a week, a month, a year or longer. The portfolio images still need to reflect a unifying theme.
- The portfolio could consist of images from a particular geographic location or region. But that may not be enough. Take a set of images from St. Louis. Simply the fact that they all were taken in St. Louis probably does not constitute a portfolio. There would need to be some underlying theme that emerges because they're from St. Louis. On the other hand, a set of images from Death Valley might well qualify, simply because of the location.
- A portfolio could consist of images in which some geometric figure (e.g. vertical lines, circular structures, triangular shapes) tie all the images together. This is often referred to as "graphic linkage."
- When you assemble your portfolio, make sure that *all eight images* contribute to the theme. Cohesiveness in the portfolio is key! You don't want an "outlier."
- It's helpful to look at the images together as you would exhibit them. Ask some friends and family to look at them with you to get some feedback. Take the opportunity to talk about your work as a portfolio.

## Mat, frame and image size

- There are specific size requirements for the images submitted to the Portfolio Showcase 2015. (See the entry form for details.) Traditionally, photographs are matted with mats and frames of the same size. It also helps support a sense of unity.
- In general, in selecting images and presenting a portfolio, try to minimize any variations that detract from the unifying theme.

We hope these few concepts will help you to make your own selections for submission to the *Portfolio Showcase 2015*.

# Portfolio Showcase 2015

2015 Juried Portfolio Show and Book

See full information sheet for all details.

# Submission Form

All Entries must be delivered by June 13

Page 1

**Mail or Deliver with Entry Fee to Image City Photography Gallery, 722 University Ave., Rochester, NY 14607**

Name (Please Print) \_\_\_\_\_ Address \_\_\_\_\_

Phone \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**Include Entry Fee of \$35 (\$30 if submission received before June 1) with each submission that **MUST** have 8 photographs entered, no more, no fewer.**

e-mail \_\_\_\_\_

**Photo #1 JPG File Name** \_\_\_\_\_

\_\_\_\_\_  
Title of Photograph #1

\_\_\_\_\_  
Dimensions of Photograph    Dimensions of Frame

\_\_\_\_\_  
Medium (Giclée, Archival Inkjet, Traditional Print, etc)

\_\_\_\_\_  
Sale Price      Insurance Value (cost to replace print & frame)

**Photo #2 JPG File Name** \_\_\_\_\_

\_\_\_\_\_  
Title of Photograph #2

\_\_\_\_\_  
Dimensions of Photograph    Dimensions of Frame

\_\_\_\_\_  
Medium (Giclée, Archival Inkjet, Traditional Print, etc)

\_\_\_\_\_  
Sale Price      Insurance Value (cost to replace print & frame)

**Photo #3 JPG File Name** \_\_\_\_\_

\_\_\_\_\_  
Title of Photograph #3

\_\_\_\_\_  
Dimensions of Photograph    Dimensions of Frame

\_\_\_\_\_  
Medium (Giclée, Archival Inkjet, Traditional Print, etc)

\_\_\_\_\_  
Sale Price      Insurance Value (cost to replace print & frame)

**Photo #4 JPG File Name** \_\_\_\_\_

\_\_\_\_\_  
Title of Photograph #4

\_\_\_\_\_  
Dimensions of Photograph    Dimensions of Frame

\_\_\_\_\_  
Medium (Giclée, Archival Inkjet, Traditional Print, etc)

\_\_\_\_\_  
Sale Price      Insurance Value (cost to replace print & frame)

See Page 2 for Entries 5 – 8

**Image City Photography Gallery, Lumiere Photo, Rowe Photo**

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Photo #5 JPG File Name \_\_\_\_\_

\_\_\_\_\_  
Title of Photograph #5

\_\_\_\_\_  
Dimensions of Photograph    Dimensions of Frame

\_\_\_\_\_  
Medium (Giclée, Archival Inkjet, Traditional Print, etc)

\_\_\_\_\_  
Sale Price          Insurance Value (cost to replace print & frame)

Photo #7 JPG File Name \_\_\_\_\_

\_\_\_\_\_  
Title of Photograph #7

\_\_\_\_\_  
Dimensions of Photograph    Dimensions of Frame

\_\_\_\_\_  
Medium (Giclée, Archival Inkjet, Traditional Print, etc)

\_\_\_\_\_  
Sale Price          Insurance Value (cost to replace print & frame)

Photo #6 JPG File Name \_\_\_\_\_

\_\_\_\_\_  
Title of Photograph #6

\_\_\_\_\_  
Dimensions of Photograph    Dimensions of Frame

\_\_\_\_\_  
Medium (Giclée, Archival Inkjet, Traditional Print, etc)

\_\_\_\_\_  
Sale Price          Insurance Value (cost to replace print & frame)

Photo #8 JPG File Name \_\_\_\_\_

\_\_\_\_\_  
Title of Photograph #8

\_\_\_\_\_  
Dimensions of Photograph    Dimensions of Frame

\_\_\_\_\_  
Medium (Giclée, Archival Inkjet, Traditional Print, etc)

\_\_\_\_\_  
Sale Price          Insurance Value (cost to replace print & frame)

For questions contact Steve Levinson, Exhibit Chairman  
Steve.Levinson@ImageCityPhotographyGallery.com

**Your signature is required** and understood to be an agreement by you to all of the conditions set forth and grants to Image City Photography Gallery, Lumiere Photo, Rowe Photo permission to reproduce the accepted images in the *Portfolio Showcase 2015* book and to print and distribute the accepted images by print and electronic media for advertising for *Portfolio Showcase 2015* portfolio show and book exhibit. You also certify that you are the photographer of the work and hold all rights to allow its publication and display.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date