

## CALL FOR ENTRIES – 2<sup>nd</sup> ANNUAL “INSPIRE OAKLAND” BILLBOARD CONTEST!



Oakland Digital Arts & Literacy Center (ODALC) presents our second annual “Inspire Oakland” graphic art project, co-sponsored by City of Oakland, YP.com, CBS Outdoor, Oaklandish, and Peralta Colleges.

*(Eric Welden, 2010 Inspire Oakland winner)*

Oakland Digital invites the local community to participate in a collaborative billboard contest. “Inspire Oakland” encourages interest in graphic design and information technologies through creative expression. The ultimate goal of this project is to promote a positive image of Oakland that unites and inspires its diverse population, while encouraging young talent to jumpstart their digital media careers.

### Prizes:

- *All participants* will create a **professional design** for his/her portfolio.
- The *top ten designs* will be exhibited at **(3) prominent Oakland events**.
- The *top four designs* will be **displayed on the digital billboard** off Highway 80.
- The *grand prize winner's* design will be displayed on both the **digital billboard (HWY 80)** and a static billboard in Oakland, and publicly unveiled at Temescal Street Fair, June 5<sup>th</sup>, 2011.

Deadline for submissions: Wednesday, May 4th, 2011 @ 11:59 p.m.

Email files to [inspire@odalc.org](mailto:inspire@odalc.org) – Questions? Call 510.435.2945

### Guidelines:

- Artists should answer the question: “**What about Oakland inspires YOU?**”
- The billboard must include the words: “**Inspire Oakland**” and the URL: “**www.odalc.org**”
- Keep in mind, viewers will have 2-4 seconds to digest your design, **keep it simple!**
- Artists may submit **(2) billboard designs**, total; please submit **original work only**.
- **Signed release forms** are required for copyrighted images or materials. Release forms are also needed for “subjects,” whether public or private citizens. [Info@odalc.org](mailto:Info@odalc.org) to obtain a form.
- When creating your billboard, please remember that the winning designs may be reproduced and formatted to fit various media specifications; again, **simple is better than complex!**

### Files required in e-mail submission [“LASTNAME\_FIRSTNAME-FILE”]:

1. Inspire Oakland billboard design(s): 1224x792, 150dpi, .pdf format
2. Artist statement: one paragraph about your work; word or text format
3. Contact information: first/last name, phone number and e-mail; word or text format
4. Artist / self-portrait: 600 x 600 pixels, .pdf format

E-mail your submission with files attached to [inspire@odalc.org](mailto:inspire@odalc.org) by Wednesday, May 4th, 11:59 p.m.

*If selected as a Top 10 Winner we will contact you; please supply accurate contact information.*

