COMMON GROUND COUNTRY FAIR

Maine Organic Farmers & Gardeners Association

Poster Design Contest

Purpose: The purpose of the Poster Design Contest is to select the design for the Fair poster, T-shirts, and other products, as well as CGCF marketing and promotions materials. The theme of the design must be in line with MOFGA's mission and the general guidelines for participating in the Fair.

General Design Guidelines

While we do not want to discourage creativity in any way, we do want artists to be aware that the jury selecting the design disqualifies many absolutely outstanding submissions simply because they do not fit our technical requirements.

For example, an important consideration of the design jury is how well the design will reproduce on our t-shirts with the printing process and inks used for MOFGA's Fair T-shirts. Most t-shirts printed these days are printed with plastic-based inks, but MOFGA's shirts are printed using more environmentally sound water-based inks. However, water-based inks require a larger screen mesh than the plastic-based inks. This makes reproducing precise or very fine line alignments on cotton difficult.

The jury considers how the design will look on a poster, a t-shirt, and other Fair promotional materials and merchandise. Many designs look terrific up close, but lose their definition when viewed from a distance, which is something we are looking for in a shirt or poster design.

Here are further parameters and suggestions for your entry:

- **Use color, but be careful with blocks of color.** We are looking for designs that use color, but do so without large blocks of solid color because of the difficulty in printing such blocks of color on shirts.
- **Avoid watercolors**. Soft gradations of color, such as what is seen in watercolor-work, are exceedingly difficult to reproduce in the T-shirt screen-printing process. Screen-printing as a technique is a stenciling process that relies on modulating the density of a spatter pattern of fairly large flecks of color to simulate gradations of color. The spatter flecks make watercolor reproduction onto a T-shirt inexact. When possible we will avoid selecting watercolors as winning entries.
- **Don't use too much white**. The Fair T-shirts are printed on colored fabric; they are not printed on white. Thus, whenever white or pale tints of color are used in original artwork, white ink must be printed on the shirt. All of the subtleties of pale color seen in original artwork will not be reproducible on Fair shirts.
- **Do not use crosshatching as shading.** Very, very fine pen lines, spaced closely together in a crosshatching technique, are not cleanly reproducible on cloth. Unlike paper, t-shirt fabric is textured. The fineness of detail achievable is therefore limited in comparison to what can be achieved on the smooth surface of paper.

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- **Stay away from large geometric borders**. Frames or borders using large geometric shapes, which must be precisely controlled during printing, will often become skewed or distorted on fabric. T-shirt fabric is not dimensionally stable like paper, therefore during the printing and handling process the material will shift and large geometric shapes become distorted.
- **Dimensions should be roughly the same.** Entries definitely do not have to be exact squares, but your submission should be pretty close in height and width dimensions. Panoramic artwork does not fit well on our shirts. Poster size is approximately 15.5" x 23". The reproduced design is generally 12 X 13 or so.
- **Photographs will not be accepted.**

You may review winning entries from prior years at www.mofga.org on the Artwork page in the Fair section.

CFCF Poster Design Contest Guidelines

1. The CGCF limits contest eligibility to residents of the State of Maine and members (including non-Maine residents) of MOFGA.
2. Design submissions must arrive at the MOFGA office by the August deadline indicated on the entry form.
3. The CGCF limits each artist to two submissions per year.
4. An entry form must accompany submissions.
5. The CGCF office has an established type-style and particular information that will appear on the finished poster, merchandise and marketing materials. The winning design will be incorporated into the appropriate layout and accompanied by the necessary Fair copy and information.
6. Submissions must be of professional quality and must be original. Work copied from magazines, artwork by another artist, or photos not taken by the artist, will not be considered original.
7. The winning artist may work with the typesetter to create the final Fair art design and layout.
8. CGCF staff retains the right to approve the final design. When a submission is preliminarily selected as the annual winner, the artist may be asked to make some adjustments to better meet the needs of all the mediums to which the design is applied. Once agreement between the artist and the CGCF on such changes is reached, the final selection will be confirmed. If agreement cannot be reached, the CGCF reserves the right to select another design as the annual winner.
9. The winning artist agrees to be present at the Fair for poster signing. Usually Saturday and Sunday for an hour or so, but we are willing to work out an appropriate schedule.
10. The CGCF obtains perpetual and exclusive licensing for the use of the selected design in all forms and formats. The CGCF may reproduce in any fashion, including multimedia and electronic imaging, all or any portion of the design, and distribute for profit any reproductions of the design on Fair clothing, merchandise and goods, including, but not limited to posters, note cards, post cards, t-shirts, sweatshirts, night shirts, bags, hats.
11. The winning artist will receive: $1,000.00 to be paid after January 1 of the coming year; a press release about selected design/artist; a write-up in MOFGA's newspaper, *The Maine Organic Farmer & Gardener*; and a one-year subscription to the MOFGA newspaper.
12. The selection jury may choose, with the permission of the artist, to retain a submission for one year for future consideration with a $100.00 payment to the artist for the option to use the design.
13. Artists have two options for getting back their submission(s). Artists may: 1.) send the appropriate packaging material and pre-paid postage to the MOFGA Office, and the CGCF will return the work by mail; or 2.) come to the office and pick up submissions between the dates indicated on the application. Artists wishing to have their submission mailed back must provide adequate, reusable packing material so that the submission can be sent safely. If the artist does not send the appropriate packing material and pre-paid postage, or does not pick up her/his submission(s) by the deadline, the submission(s) become(s) the property of MOFGA. MOFGA is located on the on Crosby Brook Road in Unity. Office hours are 9 a.m. to 5 p.m., Monday through Friday.
14. MOFGA will reopen the contest if the selection jury decides that a wider range of appropriate submissions is needed.

Postmark deadline for entries for the 2014 Common Ground Country Fair Poster Design Contest is Friday, August 2, 2013 at 4:00 p.m.

COMMON GROUND COUNTRY FAIR

2014 FAIR POSTER DESIGN ENTRY FORM

Include One Form with Each Entry

(Postmarked by Friday, August 2, 2013)

FOR OFFICE USE ONLY

_____ Date Received

_____ Postage Enclosed

Artist's Name: _____ Studio Name: _____

Address: _____ City: _____ State: _____ Zip Code: _____

Home Phone: _____ Work Phone: _____ Cell Phone: _____

Email: _____ Website: _____

Please provide a brief description of your entry (entries), as well as the medium used:

1. Description: _____

_____

Medium: _____

2. Description: _____

_____

Medium: _____

The Fair Poster Design Jury holds a review of submissions in mid-August. If a selection is not made at that review, the jury may solicit additional entries and hold subsequent reviews until a selection is made. The Fair office will notify applicants about the winning art as soon as possible.

If you would like your artwork returned to you via mail, include the appropriate packaging and prepaid postage.

You may also pick up your submission(s) at the MOFGA office after receiving notice that a selection has been made. Artwork not picked up within 30 days of notice becomes the property of MOFGA.

Please check one of the following options:

_____ I have included reusable packing material with prepaid postage for return.

_____ I will pick up my submission(s) within 30 days after notification of winner.

_____ MOFGA may keep my submission(s).

I have read the guidelines for the Common Ground Country Fair Poster Design Contest, and I understand them. By submitting my artwork I agree to the terms of the contest, which includes granting MOFGA the right to reproduce my artwork, if it is the winning selection, on a variety of Fair marketing materials and Fair merchandise products of MOFGA's choosing. I also ensure that any art I submit is my original design and creation.

Signature of Artist _____ Date: _____

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