

CALL FOR ENTRIES – “INSPIRE OAKLAND” BILLBOARD CONTEST!

The Oakland Digital Arts and Literacy Center (ODALC) is partnering with Whole Foods Market and the City of Oakland to reach out and invite the local community to participate in a collaborative billboard design. The contest will effectively launch “Inspire Oakland,” a digital media project that 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 have their designs featured on InspireOakland.com.
- The **top ten** designs will be exhibited in (3) prominent Oakland galleries.
- The **grand prize winner**’s design will be displayed on a prominent commercial billboard in Oakland and unveiled at our main event.

Deadline for submissions: Sunday, March 21, 2010, 11:59 p.m.

Guidelines:

- Artists should answer the question: “**What about Oakland inspires you?**”
- The billboard must include the words: “**Inspire Oakland**” and the URL: “**www.InspireOakland.com**”
- 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.
- Artists may submit multiple billboard entries.
- When creating your billboard, please remember that the winning billboard will be reproduced and distributed in various media and formats (print, Internet, etc.)

Files required in e-mail submission:

1. Inspire Oakland billboard: **72 dpi, 1224x792 or 792x1224 pixels, .jpg or .pdf**
2. Word or Text document: including Artist statement (one paragraph), as well as your full name, home address, phone number and valid e-mail address
3. Artist / self-portrait: **600 x 600 pixels, .jpg or .pdf**

- E-mail electronic submission(s) to contest@InspireOakland.com by **Sunday, March 21, 2010, 9 p.m.**

If selected as a Top 10 Winner (we will contact you):

- The top 10 entries will be asked for original artwork including a high-resolution TIF file and CD of all billboard native files and linked images. Convert fonts to outline fonts.

- Original artwork specs: 300 dpi, 5100x3300 or 3300x5100, .tif
- Attend our main event: “Inspire Oakland” billboard design contest winner will be unveiled to the public Tuesday, April 6, 2010, 12:30 p.m.at Whole Foods Market (Oakland), 230 Bay Pl.

Help:

If you would like help converting your physical art into digital format, contact us and we'll be happy to assist. For more information, e-mail info@InspireOakland.com or call (510) 435-2945.

About our partners:



Whole Foods Market has a long history of supporting the local communities in which it operates. Its Oakland store (located north of Lake Merritt), which opened in September 2007, filled the vacancy left by a former Cadillac dealership, reinvigorating the neighborhood and bringing business back to the area. They support organic growers, promote a sustainable business model and healthy eating education. On the web, www.wholefoodsmarket.com.

The **City of Oakland** has agreed to sponsor us by donating use of a commercial billboard that will ultimately display the work of the contest's grand prize winner. The city has expressed great interest in “Inspire Oakland” and has provided ongoing support to the project.