

CALL FOR ENTRIES – 3rd ANNUAL “INSPIRE OAKLAND” BILLBOARD CONTEST!



Oakland Digital (ODALC) presents our third annual “Inspire Oakland” graphic art project, co-sponsored by City of Oakland, CBS Outdoor, Améredia, Oaklandish, Cal State East Bay 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 design portfolio.
- The top ten designs will be exhibited at (3) prominent Oakland, CA, events.
- The top design will be displayed on a commercial billboard!

Deadline for submissions: Wednesday, May 2nd, 2012 @ 5:00 p.m.

Email files to 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: [click here to download release 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 by Wednesday, May 2nd, 5:00 p.m.

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

