



2014  
DESIGN COMMUNICATION CONFERENCE  
OCTOBER 01-04, 2014 | ATLANTA, GEORGIA, USA



## **Call for Submissions: 2014 DCA Juried Design Communication Exhibition**

Practitioners and educators involved with design, communication, or media are encouraged to submit visual work that will stimulate formal and informal discussion and explorations of problems and potentials in the evolving dynamic context of design communication. This includes architects, interior designers, landscape architects, graphic designers and media designers. Everyone is encouraged to attend the conference.

**Theme:** *Design & Graphic Palimpsest: [Dialogue-Discourse-Discussion]*

### **Exhibition Format**

- The exhibition will take place during the DCA Conference, October 01-04, 2014, Atlanta, Georgia. The conference is being sponsored by the Department of Architecture at Southern Polytechnic State University.
- Drawing acceptance letters include a requirement for the exhibitor or sponsoring faculty member to become a DCA member in order to have the accepted work exhibited at the conference and published on the website (a benefit of membership). Submitting is free and open, recognition is not.
- One faculty member or student will be limited to submitting no more than 3 images in a given category.
- A sponsoring faculty member may submit a maximum of 5 entries from a single course.

### **Categories and Sections**

- The Design Image Category is divided into sections for Faculty/Staff images, Undergraduate Student images and Graduate Student images. The Undergraduate Student section is further divided between Foundations Student (first year of exposure within the curriculum subject area) and Upper Level Student. The primary content of design images must be unbuilt at the time the image was created. Images may be any media or format, and may include animations or interactive media. Image examples include design sketches, renderings, presentations or diagrams.
- The Observational Image Category is divided into sections for Faculty/Staff images, Undergraduate Student images and Graduate Student images. The Undergraduate Student section is further divided between Foundations Student (first year of exposure within the curriculum subject area) and Upper Level Student. The primary content of observational drawings must be in existence at the time the image was created. Drawings may be in any media and format. Examples include travel sketches, measured drawings, building portraits or detail studies.
- The primary content of the submitted imagery may be achieved in any media or format that could reasonably be assumed to fall under the mantle of "drawing/constructed imagery" or animation. Straight or digitally processed photography would be examples of non-qualifying imagery.

### **Entry Procedure**

- Each entry must contain a single image file of the entire entry as well as a detailed close up file of a portion of the entire entry. Entries that contain more than these two files will be edited down to two files.
- Submit each entry in a Dropbox Sub-Entry Folder within a Master-Entry Folder (*single entries do not require a Master-Entry Folder*), including the digital image files and a completed version of the PDF digital Entry Form, which can be downloaded from: [http://www.designcommunicationassociation.org/events\\_conferences.html](http://www.designcommunicationassociation.org/events_conferences.html)
- Call for Entry Form. If you are entering more than one submission, place each entry in a corresponding Sub-Entry Folder in the Master-Entry Folder created in Dropbox. (There must be no information identifying the submitter in any of the image files, including name or institution.) See format section for format requirements and Entry Form for submission procedure details.
- Student entries **must be submitted by a sponsoring faculty member**; all entry files should be named with the submitting faculty member's name and entry number, though both the student and faculty names must be on the Entry Form in the designated text boxes.

## Entry Submission

- Once all the necessary folders have been created and the corresponding files for submission are uploaded (see Entry Form for details), the exhibition coordinator must be *invited* to your Dropbox Entry Master-Folder using the following email address: [rmontoto@uidaho.edu](mailto:rmontoto@uidaho.edu). This deadline for completing this step is **Monday, May 12, 2014**
- DO NOT SUBMIT ENTRIES VIA EMAIL.

## Format for Submission Files

- File Naming Convention – Name the files starting with your **last name** followed by your **first initial** followed by the **ordinal number** of the submission followed by a letter denoting the image sequence. For example, my first Sub-Entry File Folder would be named montotor1, in this folder would be the montotor1 PDF digital entry form, as well as the montotor1a (entire entry image) and montotor1b (detailed close up image) jpeg files. My fifth entry submission would be in Sub-Entry Folder montotor5 and would again contain three files – the montotor5 PDF digital entry form and the montotor5a and montotor5b jpeg images. Animation entries typically would be in a named Sub-Entry Folder (i.e. montotor6) containing the PDF digital entry form (montotor6) and a video file folder (montotor6a).
- Digital Image Files – .jpg files with low compression (highest quality setting). Since images will be reviewed onscreen, sizes must be less than 1280x1024. Other file formats will not be accepted.
- Animations, Panoramas, and Web Presentations – ensure that they are either self-viewing, are in html format, or are in formats readable by the standard QuickTime viewer. If reviewers cannot view your images, they cannot review them. If you are not sure, try uploading a test image and notify the exhibition coordinator at least a week before the deadline.

## Format for Display at the Conference

- All flat exhibition images should be high quality prints. Those not attending the conference will not have an opportunity to reclaim their work, as exhibited prints cannot not be returned. Prints may be mounted on foam core or loose. All prints will be hung with clips and pins. No framing or mounting behind glass or plexiglass is possible due to the system for hanging.
- Non-flat images (such as animations or multimedia) will be compiled from the files submitted for review and displayed at a digital kiosk.
- Do not send original drawings or images to the exhibition, as they cannot be returned.
- *Please note that the conference exhibition format is subject to change and may be entirely digital. Notification & details will be provided to those with accepted Drawing Exhibition Entries.*

## Jury Process

- Submittals will be blind reviewed by the jurors on-screen, using the submitted digital files. Participants will be notified of the results via email the week of **July 14, 2014**.

## Timeline

- **Monday, May 12, 2014**: Deadline for Receiving Invitation and Creating Dropbox Folders with the uploaded image files in jpg format accompanied by digital PDF entry form for each submission. Invitations and Dropbox Folders received or created after this date will not be considered.
- **Week of July 14, 2014**: Submission Status Notification
- **September 24, 2014**: Prints of accepted images to be received at the Department of Architecture of Southern Polytechnic State University for installation in exhibition. Please note that the conference exhibition format is subject to change and may be entirely digital. Additional shipping information and exhibition details will be transmitted with acceptance letter via email. Those attending the conference may hand deliver by **October 1, 2014**.

**Questions?** For questions or assistance, email Román Montoto, DCA Exhibition Coordinator: [rmontoto@uidaho.edu](mailto:rmontoto@uidaho.edu)