

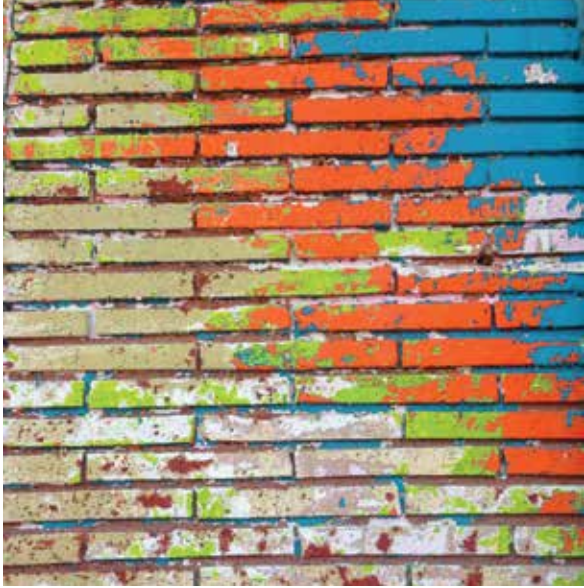


**2017 RETAIL AS ART  
SCHOLARSHIP  
ENTRY PACKET**

RETAIL  
AS  
ART

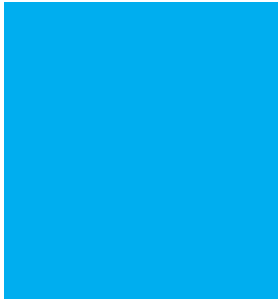


# 9TH ANNUAL "RETAIL AS ART" PHOTOGRAPHY INVITATIONAL



## WHO

All DFW-Area  
High School  
Students



## WHAT

If you are a high school student with an interest in photography, Retail As Art is your opportunity to share your talents behind the camera. Use your own lens to capture your unique interpretation of our theme "Retail As Art" through photographs of retail, including store signage, lighting, merchandise, shoppers, retail employees, architecture, history and more. We're seeking photographs that go beyond point-and-click to deliver a remarkable and interesting image.

**The top three winning entrants and Judge's Award recipients will receive a Retail As Art college scholarship.**



## WHEN

Now through March 15, 2017

# 9TH ANNUAL "RETAIL AS ART" PHOTOGRAPHY INVITATIONAL

## HOW

### STEP 1 SUBMIT

Take photos of your interpretation of Retail As Art and submit your two best at [Retailasart.com](http://Retailasart.com) by midnight on March 15, 2017. Be sure to note the rules, size specification and submission guidelines on Page 4 in this packet. Entries that do not follow the guidelines will not be considered.

### STEP 2 CELEBRATE

Mark your calendar and join us for the Retail As Art Scholarship Presentation and Celebration on Thursday, April 20, 2017, at the Goss-Michael Gallery.



## WHY

The first Retail As Art Invitational was hosted in 2008. Since then, the event has grown from one school to become a Metroplex-wide event. Our goal is to continue the event's growth and success while supporting thought, education, imagination and ideas of participants in the program.

THE  
GOSS-  
MICHAEL  
FOUNDATION

# RETAIL AS ART | RULES FOR ENTRY

- 1 Any currently enrolled Dallas-Fort Worth area high school student (grades 9-12) may participate.
- 2 All entries must be the original work, content, idea and creation of the student.
- 3 You may submit a maximum of 2 photos. For examples of past year's submissions, go to the Retail As Art website.
- 4 All photograph submissions must be saved as a JPG and be 300 DPI or higher to ensure that the photos can be enlarged to 17" x 11" for the gallery exhibit. Lower quality photos will not be considered.
- 5 All entries must be uploaded with a completed entry form on or before midnight CST on March 15, 2017. All entries must be labeled as follows for consideration: "Name of student - Title of entry - Name of school." (Ex: John Smith - Beautiful Bowties - Booker T Washington). **If you do not see a confirmation notice that your entry was submitted, please email [info@retailasart.com](mailto:info@retailasart.com) to confirm that your entry was successful.**
- 6 Scholarships will be awarded at the Scholarship Presentation and Celebration on Thursday, April 20, 2017.
- 7 Only one student per entry (photo cannot be taken by two or more people).
- 8 A panel of judges from the Dallas retail, real estate and/or arts industry will judge entries based on originality, creativity, photo quality and how well the photo communicates the theme "Retail As Art."
- 9 Participants grant Retail As Art all rights to the photos.
- 10 Any submission that does not meet the above criteria will not be considered.



## JUDGING

Our panel of judges will evaluate all submitted images using the following criteria:

- TECHNICAL QUALITY
- CREATIVITY
- ORIGINALITY
- EXTENT TO WHICH THE PHOTOGRAPH CONVEYS THE THEME “RETAIL AS ART”

## HELPFUL HINTS

To us, Retail As Art means much more than the retail building itself, encompassing store signage, lighting, merchandise, shoppers, retail employees...everything connected to a retail location or the act of shopping.

**WHEN TAKING PHOTOGRAPHS FOR THIS CONTEST, IT MAY BE HELPFUL TO KEEP THE FOLLOWING IN MIND:**

**COMPOSITION:** Bring out the idea of the image through visual elements in your composition. Create a visual focal point to isolate your subject.

**UNIQUE:** Be original. Avoid clichés. The image should show your original idea, message or thought.

**CREATIVE:** How did you express your imagination through the concept you want to convey on your photo?

**IMPACT:** The image should be compelling or evoke an emotional response with the viewer.

**LIGHTING:** Key to creating images that stands out. Proper use of lighting can enhance your photo.

**COLOR BALANCE:** The tones and color should work together in harmony or be used in contrast to stir up a mixture of feelings.

**SUBJECT MATTER:** Try to look for a subject that is unusual and that stands out among the popular subject matter entered in the competition.

**TECHNICAL SKILL:** The sharpness, exposure and correct color are points that demonstrate the abilities of the photographer and the quality of the image.

## LOCATION IDEAS

Historic retail areas  
New retail developments  
Grocery stores

Local neighborhood strip  
Shopping centers/Malls  
Restaurants

Shopping districts  
Department stores  
Boutiques

## SUBJECT IDEAS

SHOPPERS  
MONEY  
PACKAGING  
CLERKS  
SALESPEOPLE  
CASHIERS  
HOSTS  
BAGS

CARTS  
CHEFS/COOKS  
SCREENS  
SEATING  
DISPLAYS  
MANNEQUINS  
MENUS  
PLATES & UTENSILS

TABLES  
WAITERS  
MANAGERS  
DRIVE THROUGH  
COUNTER  
BRANDS  
ADVERTISEMENTS

## FOR MORE INFORMATION

[Retailasart.com](http://Retailasart.com)

[info@retailasart.com](mailto:info@retailasart.com)

 [/retailasart](https://www.facebook.com/retailasart)

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