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# 3X3 CALL for ENTRIES INTERNATIONAL PROFESSIONAL SHOW

*Sponsored by 3x3 Magazine*

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3X3 MAGAZINE IS ENTERING ITS SEVENTH YEAR JUDGING THE WORLD'S BEST CONTEMPORARY ILLUSTRATION JUDGED BY SOME OF THE WORLD'S TOP ILLUSTRATORS, DESIGNERS AND ART DIRECTORS. STILL ONE OF THE LOWEST ENTRY AND PUBLICATION FEES AROUND AND THIS YEAR WE'VE STREAMLINED THE ENTRY PROCESS FOR EVERYONE WHO ENTERS AND PAYS FOR THEIR ENTRIES ONLINE. NOT TO WORRY, YOU CAN STILL ENTER ON DISC IF YOU PREFER.

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## **OurJudges**

*Our distinguished panel of international judges include*

NICHOLAS BLECHMAN, *art director, NEW YORK TIMES BOOK REVIEW* & STEPHANIE GLAROS, *art director, UTNE* & MARTIN COLYER, *design director, READER'S DIGEST, UNITED KINGDOM* & MATTHEW BELL, *freelance art director, Scotland* & SHERI GEE, *art manager, FOLIO SOCIETY, UNITED KINGDOM* & illustrators CHRISTOPHER SILAS NEAL & TATSURO KIUCHI, *Japan* & NIGEL BUCHANAN, *Australia* & PAUL WEARING, *United Kingdom.* ❧

## **OurCategories**

*This year's categories include advertising, animation, books, editorial, fashion, gallery, institutional, medical, self-promotion, sequential, three-dimensional and unpublished.*

*Children's books, published and unpublished, have a separate call for entries with a deadline of April 16.* ❧

## **OurPrizes**

*We will award Gold, Silver, Bronze, Distinguished Merit and a Best of Show award. This year's Best of Show winner will receive a cash prize of \$1500 and our Gold Medal winners will receive a cash value prize of \$750 each.* ❧

## **Eligibility**

*Any work produced and/or published during the calendar year 2009.*

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*As always our winners will be reproduced in our handsome award-winning annual which is distributed to newsstands across the globe. Priced lower than any other annual, art directors and art buyers are exposed to the very best at a very affordable price. Additionally all winners receive a free copy of the annual; gold, silver and bronze winners will be featured for one year on our online gallery, 3x3Gallery.com, which will be promoted to art directors, art buyers and graphic designers in the US. Plus entrants are considered for inclusion in our fourth annual 3x3 Illustration Directory which is distributed free to leading art directors and art buyers in the US. So what are you waiting for, enter today, just turn the page.*

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**Deadline: March 15, 2010**

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# CALL for ENTRIES

## INTERNATIONAL PROFESSIONAL SHOW

*Sponsored by 3x3 Magazine*

### Eligible Work

All entries must have been completed between January and December 2009. Submission of entries acknowledges the right of *3x3 Magazine* to use them for publication and promotion.

Entries may be entered by the illustrator, art director, designer, editor or publisher.

### Categories

- AD** *Advertising*
- AN** *Animation*
- BK** *Book \**
- ED** *Editorial*
- EDS** *Editorial Spots*
- FA** *Fashion Illustration*
- GL** *Gallery*
- IN** *Institutional*
- MD** *Medical Illustration*
- SQ** *Sequential*
- SP** *Self-Promotional*
- UP** *Unpublished*
- 3D** *Three-Dimensional*

### ADVERTISING

All print consumer and trade advertising including posters and packaging. Not including self-promos. Separate categories for medical and fashion.

### ANIMATION

For film, video or web—maximum of five minutes per entry. Also includes web and television spots.

**BOOK** Must have produced in 2009.

### EDITORIAL

For consumer, trade or newspaper, including spots.

### GALLERY

Work specifically done for sale in galleries.

*\*Children's books are being judged in a separate competition, see online for details.*

### INSTITUTIONAL

Includes corporate communications, greeting cards, calendars and stationery.

### SEQUENTIAL

Work produced or published as comic books or graphic novels.

### SELF-PROMOTION

Work published on behalf of an artist or artist representative. Includes print and web materials.

### UNPUBLISHED

Primarily experimental work. Does not include unpublished children's books.

### THREE-DIMENSIONAL

Work in 3D including toy designs.

### Preparation of Online Entries

**1** Images must be 7-inches wide, 300 dpi, RGB, jpeg. For horizontal images please submit your image as 10-inches wide, 300 dpi, RGB, jpeg. Animation entries must be entered in QuickTime format and uploaded to our ftp site, extra-large files must be sent on DVD.

For books, either enter the cover and three representative spreads digitally or enter the actual book. For unpublished books, enter the cover and three spreads digitally.

For websites, submit screenshots of the home page and three representative pages.

**2** Go to [www.3x3mag.com/ProShow\\_7.html](http://www.3x3mag.com/ProShow_7.html) and follow the directions to complete the online entry and payment process. There is no need to name entries or categories, this is all automated this year.

### Preparation of Entries On Disc

If you prefer to enter your entries on disc please follow these instructions:

**1** Follow the preparation step above.

2 Please identify your files Lastname\_Firstname\_ Category.jpg

*Example:* Hively\_Charles\_AD.jpg for an advertising entry. Hively\_Charles\_BK.jpg for a book entry. For more than one entry in the same category add a number after your category until all single entries are identified.

*Example:* Hively\_Charles\_AD2.jpg, Hively\_Charles\_AD3.jpg, Hively\_Charles\_AD4.jpg

When entering a series, simply add the letter S after the category abbreviation. If you are entering more than one series in the same category, add a number after the category.

*Example:* Hively\_Charles\_ADS1a.jpg, Hively\_Charles\_ADS1b.jpg, Hively\_Charles\_ADS1c.jpg

3 The last step is to put all your files in a folder identified with your first and last name and burn it to a disc. *Example:* Charles\_Hively.

4 Make a copy of the entry form and include it along with your disc. Include your credit card information or include a check or money order for the entry fees. We only accept checks and money orders in US funds. Please make out your check or money order payable to 3x3 Magazine and indicate 3x3 ProShow7 on the check.

5 Mail your entries by regular mail to 3x3 ProShow, 244 Fifth Avenue, Ste F269, New York NY 10001. *No drop-offs.*

*Note:* If you are using an overnight delivery service such as FedEx, DHL or Priority Mail please send your entries directly to our studio, 3x3 ProShow, c/o HivelyDesigns, 631 Vanderbilt Street, 2nd Floor, Brooklyn NY 11218-1257. *No drop-offs.*

### Entry Fees

Single Entry Fees \$30 each

Series Entry Fees \$35 each

A series consists of a minimum of three to a maximum of five images with a similar theme.

### Pay Online or by Check or Money Order

If you're entering on disc you may pay by credit card or check or money order drawn on US funds. We accept Visa, Mastercard and American Express.

### Notification of Winners

Winners will be notified by email.

### Publication Fees

If your work is selected there will be an additional publication fee of \$45 per entry, single or series, for inclusion in our annual.

### Questions

Contact us at shows@3x3mag.com, 212 591 2566.

### Deadline: March 15, 2010

Your entries must be either uploaded online or your package postmarked by this date.

### 3x3 ProShow No.7 Entry Form Sponsored by 3x3 Magazine

ONLY USE THIS FORM IF YOU'RE ENTERING ON DISC PLEASE PRINT CLEARLY

Entrant's Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State:Province \_\_\_\_\_

Zip:Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Url \_\_\_\_\_

Email \_\_\_\_\_

Illustrator If different than entrant \_\_\_\_\_ Url \_\_\_\_\_

Entries	No. of Entries	\$
Advertising	_Single@\$30 ea._Series@\$35 ea.	\$
Animation	_Single@\$30 ea._Series@\$35 ea.	\$
Book	_Single@\$30 ea._Series@\$35 ea.	\$
Editorial	_Single@\$30 ea._Series@\$35 ea.	\$
Editorial Spots	_Single@\$30 ea._Series@\$35 ea.	\$
Fashion	_Single@\$30 ea._Series@\$35 ea.	\$
Gallery	_Single@\$30 ea._Series@\$35 ea.	\$
Institutional	_Single@\$30 ea._Series@\$35 ea.	\$
Medical	_Single@\$30 ea._Series@\$35 ea.	\$
Sequential	_Single@\$30 ea._Series@\$35 ea.	\$
Self-Promotion	_Single@\$30 ea._Series@\$35 ea.	\$
Unpublished	_Single@\$30 ea._Series@\$35 ea.	\$
Three-Dimensional	_Single@\$30 ea._Series@\$35 ea.	\$
Total Fees		\$

Entry Method Make checks or money orders payable to 3x3 Magazine \_\_\_\_\_

Check or Money Order (US Funds)  Credit Card

Cardholder's Name \_\_\_\_\_

Card No. \_\_\_\_\_

Expiration. Date \_\_\_\_\_

Signature \_\_\_\_\_

WE MUST HAVE YOUR ACTUAL BILLING ADDRESS WHEN USING A CREDIT CARD.