

Brochure

Job Description

The brochure chairperson is responsible for creating the brochure, getting it printed, and folded. The easiest way to create the brochure is to use the one from the previous year and update it to reflect the new information. The 2018 brochure was created with Microsoft Publisher software, which now resides on the SRAL studio computer if you do not have it on your home computer.

1. For the Briggs' brochure, the following items are needed:
 - a. Photo of the previous year's first place Briggs winner at 300 dpi resolution obtained from the photography chairperson from the previous year.
 - b. Juror/judge's statement about abstract art obtained from the current year's Jurors/Judges chairperson.
 - c. Entry's information (entry number, artist name, title of artwork, price) obtained from the Entries Chairperson. (Refer to [Attachment A](#) for an example.)
2. For the Members Juried Art Competition and Annual Members Show, the following items are needed:
 - a. Photo of the previous year's Peoples' Choice Award winner at 300 dpi resolution, obtained from the photography chairperson from the previous year.
 - b. Juror/judge's short bio obtained from the current year's Jurors/Judges chairperson.
 - c. Entry's information (entry number, artist name, title of artwork, e-mail address) obtained from the Entries Chairperson. (Refer to [Attachment B](#) for an example.)
3. Creating show brochure includes:
 - a. After several years of experience, add the time of the awards ceremony to the front of the brochure – near the date and time of the reception.
 - b. Change all appropriate year, dates and time information, i.e., change 12th Annual to 13th Annual.
 - c. For Briggs, insert the photo and appropriate caption for last year's first place winner.
 - d. For Members Juried Art Competition and Annual Members Show, insert the photo and appropriate caption for last year's Peoples' Choice Awards.
 - e. For Briggs, delete the Juror/Judges' statement about abstract art and replace them with the ones for the current year.
 - f. For Members Juried Art Competition and Annual Members Show, delete the Juror/Judges bio information and replace with the ones for the current year.
 - g. Insert the entry information:
 - i. Briggs: entry number, artist name, title of artwork, price

- ii. For the Members Juried Art Competition and Annual Members Show: entry number, artist name, title of artwork, e-mail address, and phone number. If an e-mail is not available, use the artist's phone number.
 - h. Adjust spacing to accommodate all information and to enhance the appearance of the brochure.
- 4. Make a second version of the brochure with the second page upside down. Some printers require this in order to print on both sides of the paper. Save both versions to PDF format.
- 5. For the Briggs and the Members Juried Art Competition, we usually get 250 brochures printed.