



# 2024

CITY OF WHITE ROCK

# STREET BANNER PROGRAM GUIDE

Artistic street banners add vibrancy to the streets in 4 neighbourhoods in White Rock.

The Street Banner program provides an opportunity for community artists to submit creative and visually appealing designs that reflect history, culture and create a sense of place.

**WHITE ROCK**  
*City by the Sea*

# CITY OF WHITE ROCK STREET BANNER PROGRAM GUIDE

## SUBMISSION GUIDELINES

- The program is open to residents of White Rock and Surrey.
- Artists may apply for more than one category and season but may only be featured in one category and season.
- Artwork must be original.
- Designs must not contain any advertisements, logos, words, or website information.
- Submissions may only be made digitally.
- For each art submission a new application form must be submitted.
- A maximum of 4 submissions per artist may be made.

## ARTWORK

The program calls for entries from the following visual arts:

- Photography
- Digital Art
- Painting and Drawing
- Printmaking

There are 4 neighbourhood submissions for two seasons

- March through October
- November through February

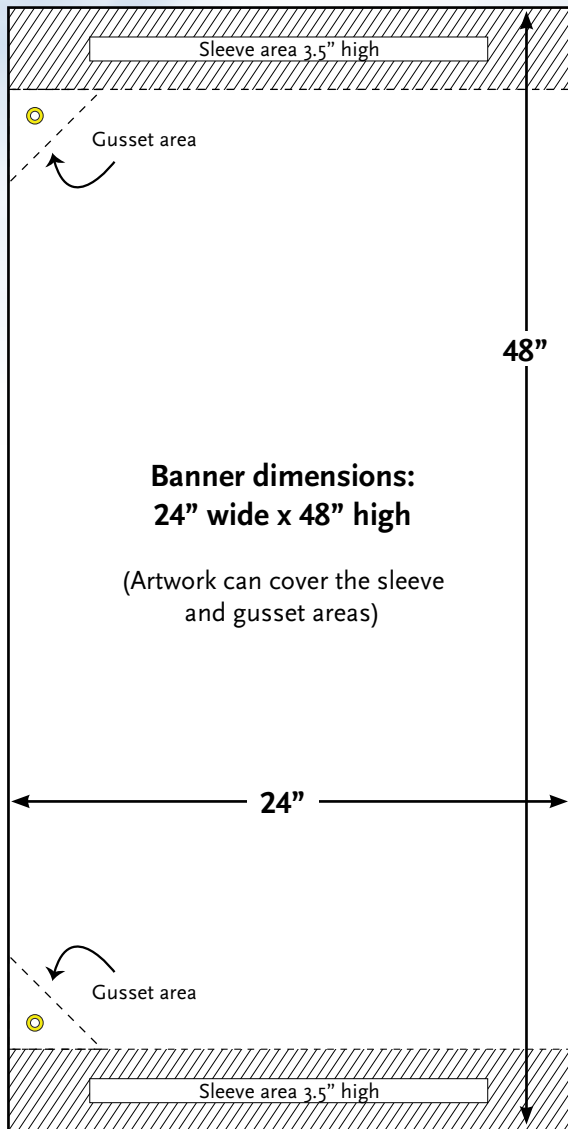
## THEMES/NEIGHBOURHOODS

- 1 EAST BEACH (Marine Drive)**  
Open to Indigenous Artists from White Rock and South Surrey with preference given to Semiahmoo First Nation artists.  
**THEME: *Identity, history, and place***
- 2 WEST BEACH (Marine Drive)**  
Open to All  
**THEME: *Ocean/Sea***
- 3 UPTOWN (Johnston Road)**  
Open to All  
**THEME: *Arts and Culture***
- 4 FIVE CORNERS (Johnston Road to Pacific Avenue)**  
Open to All  
**THEME: *City by the Sea***

**TIP:** November through February submissions should consider the winter months as inspiration and March through October submissions should consider the spring, summer, and fall seasons.

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## BANNER ART SPECIFICATIONS



### TECHNICAL SPECIFICATIONS

All design entries must be vertically-oriented as banners will be hung vertically. Banner size will be 24" w X 48" h, so designs should maintain the same proportional scale. If the chosen artwork does not fit the vertical format, the artwork may be altered to fit the dimensions.

### PHOTOGRAPHY

Initial submissions may be medium resolution images in JPG, PNG, or PDF format but will need to be available in high resolution if chosen as a winner. The minimum requirements for image resolution is 160 ppi at 24" w x 48" h.

### DIGITAL ART

Initial submissions may be medium resolution images in EPS, JPG, PNG, or PDF format. Files should be created as vector format or at a minimum resolution of 160ppi at 24" w x 48" h. High resolution files will only be required if your design is chosen as a winner.

### COLLAGE, PAINTINGS, DRAWINGS, AND PRINT MAKING

Initial submissions may be medium resolution images in JPG, PNG, or PDF format. If your original artwork is selected as a winning design, it will be professionally scanned at high resolution to meet reproduction requirements. All original artwork will be returned to the owner.

**ARTISTS ONLY NEED TO PROVIDE ARTWORK FOR ONE SIDE OF THE BANNER.**



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## BANNER SELECTION

A volunteer adjudication committee of community members and local artists will jury the submissions and select entries based on the following criteria:

- **Originality**
- **Connection to the neighbourhood**
- **Connection to the theme**

## HONORARIUM

The honorarium for each selected artist will be \$300. Each artist will also receive a banner with their design on it.

## COPYRIGHT

The City will not retain copyright but will be granted permission by the artist for use of the artwork for display and promotion of the program through social media, website and print media. The City will also have the right to reprint the banners in the future and sell the banners in any form (i.e. bags) without further compensation to the artist.

## FREQUENTLY ASKED QUESTIONS

### **How do I know if my image is the right resolution?**

If your artwork is selected as a potential banner, our team will work with you to ensure your artwork meets the specified requirements and can be reproduced as accurately as possible.

### **How many times can I apply?**

You can submit up to 4 works of art. Each submission requires its own application form.

### **How long will the banners be up?**

Up to 2 years.

## HOW TO APPLY

Visit the City of White Rock's Arts, Culture & Heritage Webpage to apply for this opportunity:

[www.whiterockcity.ca/845/Street-Banners](http://www.whiterockcity.ca/845/Street-Banners)

**Deadline: April 26, 2024**

Due to the anticipated volume of entries, only those who have been selected will be contacted.





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**SAMPLE BANNERS**

Examples of artwork from White Rock and other cities.

