

Information Sheet Member Promotion Process

Twice a year, Guild members can apply for promotion to a membership level with expanded privileges and responsibilities. This article describes why you might want to apply for membership promotion and what to expect. It gives you an overview of how the process works and explains the criteria used for the promotional critique.

What are the benefits of promotion?

An **Associate** member can exhibit in the Small Treasures gallery area, at the Guild's offsite locations, and in specially scheduled Guild shows in the gallery. The Associate is listed on the "Artists" page of the Guild website and can include an artist's information page with artwork photos – or a link to their own website.¹

An **Exhibiting** member has all the privileges of an Associate, plus is able to exhibit up to four pieces per month in the gallery and place artwork in the portfolio bins.² S/he may rent the gallery or mini-gallery for a month, may display her/his work on the website, be referred for commissions, and teach classes and workshops.³

What are the responsibilities of an Associate or Exhibiting member?

Associates and Exhibiting members are required to sign a contract that acknowledges their responsibilities to the Guild, including commission rates, the payment of higher annual dues, and other obligations and responsibilities.⁴

Associates are encouraged to volunteer at the Guild, attend Guild events in order to network with other artists, exhibit new artwork in Small Treasures, enter Associate/Exhibiting Member and Open Juried shows at the Guild, and continue to pursue their artistic development. If the Guild is not meeting their developmental needs, they are expected to proactively contact the Membership Committee or the Guild President to suggest and help implement improvements that would better meet their needs. Annual dues for Associates are \$45.

Exhibiting members have the same responsibilities as Associates plus the following: they are expected to hang new work in the gallery at least six times a year, serve on the Member Promotion jury if asked, and act as mentors to more junior members. They are expected to volunteer in ways that contribute significantly to the Guild's operation and make it a nurturing place for artists. Annual dues for Exhibiting members are \$80.

How will I know when to apply?

Two months in advance, Guild members are notified via the monthly Bulletin that a

¹ To see an example of an Artists' page, go to the Guild website and click on one of the artists' names.

² Gallery artwork is limited to 48" in each dimension. An Exhibiting artist may hang up to 2 items per month in the Gallery without charge. Up to 2 additional pieces may be hung per month at a charge of \$5 per piece. An Exhibiting artist can also place up to six pieces per quarter in the portfolio bins: three originals and three archival giclees for \$3 per piece per quarter.

³ Associates may teach classes, but they must be pre-approved by the Guild's Board of Directors.

⁴ For detailed information about rental and commission rates, see the *Guild Rules* document.

Promotion jury will be convened. The judging is usually held in late Spring and Fall. There is no pre-registration, but there is an orientation for members who are considering applying for promotion, which is announced in the Guild's Bulletin and via email blast.

What Do I Need to Do to Apply?

In advance, each applicant needs to decide in which of the following supported categories they are submitting work: Acrylic, Ceramics, Glass, Mixed Media, Oil, Pastel, Pencil, Photography, Printmaking, Sculpture, Watercolor, and Woodworking. Starting in April 2008, the applicant also needs to prepare an artists' statement and bio.

The day before the judging, the applicant brings in their artist's statement, bio, and **5 pieces of artwork in each of their chosen category(s) – unless they are applying in photography, which requires 7 pieces.**

Your work will be checked in by the Promotion Check-In committee, which will assign you a unique ID number. This number is used to ensure that the judging is "blind," that it is not influenced by your name or current membership level.

How is the judging done?

To judge the submissions, two separate juries are drawn from a pool of the Guild's most artistically knowledgeable Exhibiting members. One jury is solely responsible for judging photography, while the other jury handles all of the remaining categories.

When it is time to judge a particular artist's submissions, all of the artist's work in a particular category are brought in and displayed for the jury. There is general discussion about the artist's proficiency as the judges rate the artist's work on the standardized criteria. Each criterion is given a score from 1 ("needs improvement") to 5 ("excellent"). The discussion is scribed so it can later be provided as feedback to the artist. At the end of the discussion, the jury chair calls for a vote and records the majority vote as the jury's decision on membership level.

What Are the Judges Looking for?

The judges are looking for the following things in your submissions:

- **Consistency.** Your submissions should demonstrate a consistent level of execution across all of the assessment criteria below. If you work in different styles, you should pick the one that best demonstrates your artistic strengths (based on the criteria below) and make sure all of your submissions are consistent with this. Subject matter can vary.
- **Composition/Design.** The judges are looking for you to demonstrate an excellent understanding of composition and design. Refresh your memory on the basics of good design for your art form and self-critique your work. For example, if you are a painter, have you effectively used rhythm, repetition, unity and harmony to enhance your design? If you are a photographer, have you effectively organized the elements within the image of your frame?
- **Originality/Creativity.** Your body of work needs to be different and inventive; there should be a recognizable degree of uniqueness across all submissions. Your subjects should be done better or differently from the "ordinary." Your

work must not be – or appear to be – copied. It should be independent work, not created under the close direction of an instructor.

- **Craftsmanship/Technical Quality.** Your submitted work needs to demonstrate strong aptitude, skill and dexterity in the use of your chosen media and tools. Woodturners, glass artists, sculptors – whatever art form you work in, you need to demonstrate your technical skills, and your overall handling of materials should be consistent and executed well. For photographers, for example, this means displaying camera skill, attention to detail, and excellent print quality.
- **Style, Vision & Impact.** All of your submissions should have good visual impact, with a strong center of interest, where the viewer is drawn into the work. Your work should clearly communicate your unique vision of your subjects. You may exhibit a distinct personal style, and your work may include risk taking or experimentation with materials and imagery. Overall, there should be a “wow” factor for all the work submitted.
- **Presentation.** Your body of work should be presented in a professional manner. For example, for paintings and photographs, frames and mats must be well executed and appropriate, and work must be ready for hanging as though you were submitting it to a juried exhibit.

Promotion to Associate level requires a minimally successful critique and recognizes the applicant’s artistic potential in their chosen art form. Promotion to Exhibiting member requires a high score on the Promotional critique and recognizes that the submitted artwork is artistically successful at multiple levels.

How Do I Know the Results?

Applicants are to pick up their submissions after the judging is complete, usually on the Saturday afternoon after submission. The Jury Chair will be present to give applicants the results and to explain the jury’s feedback.

What Do I Need to Do Next?

Regardless of the outcome, the Guild needs to know your opinion of its promotional process so we can continue to improve it. Therefore, you’ll be asked to complete a short survey rating your experience.

If you weren’t promoted to the level you hoped, be sure to read through the jury’s feedback for insights on how you might strengthen your work. If you don’t understand the feedback, contact the Guild to make an appointment to discuss the feedback with the jury chair. This is *not* an appeals opportunity, but it is an opportunity to better understand the results of the critique.

If you were promoted to a new level, you will receive a membership contract in the mail. You need to sign the contract and pay your new dues before your new membership level is official. Until then, you cannot take advantages of that level’s enhanced privileges.

Whether or not you decide to take advantage of membership promotion, the Guild wishes you continued success in all your artistic endeavors!