

# Southern Utah Art Guild, Inc.

## Red Cliff Gallery Standards and Procedures

Southern Utah Art Guild's mission is: The Art Guild. Building Confident, Proficient, Successful Artists.

**Red Cliff Gallery** is devoted to providing education, encouragement, and exhibition experience to all levels of fine artists specifically using Painting, Drawing, Dimensional Art, and Photography.

### GALLERY RESPONSIBILITIES TO THE ARTISTS

- A. Red Cliff Gallery is a teaching gallery to help artists prepare to be professional in all areas of Gallery experience.
- A. The Gallery will display the artwork to its best advantage, while keeping the integrity of the show.
- B. The Gallery notifies the public of new shows through direct contact, social-media, and news media.
- C. The Gallery leads clients to the appropriate artwork suited to the client's needs.
- D. The Gallery has an Artist's Reception where artists can present their work to the public or specific friends and clients.

### ARTISTS STANDARDS – General

- 1] All artwork submitted must be the **artist's original work**. Red Cliff Gallery and Southern Utah Art Guild is not responsible for an artist's infringement of another's copyrighted image.
- 2] At this time, the Gallery does not accept AI submissions. Please see **Categories and Mediums** for our definition of AI artwork. This is our current policy but is subject to change when future regulations are clarified.
- 3] Reproductions of any kind, such as giclées, are not allowed.
- 4] Crafts will not be accepted in Art Guild shows. Crafts are defined as a more structured form of creativity that may use a pattern and has a certain outcome when a project has been completed. Often, a craft is functional.
- 5] Artwork must be submitted with Application form filled out, fees paid, and application form tags affixed to bottom or back. The artist shall select the specific medium from under the main category heading for their tags. (see **Categories and Mediums**)
- 6] The Show Committee hangs and displays all art.
- 7] Artists submitting art shall place their art against the panels or walls. Dimensional work should be placed on the benches or tables.
- 8] Artists shall comply with rules for hanging art and displaying art. The Gallery will not display art that is not properly prepared and ready for display. (see **Display Guidelines at the Gallery**)

9] Oversize hanging wall art is 48" x 48" or larger. Oversize hanging wall art will be limited to one entry piece per person per show. Oversize art will be accepted on a case-by-case basis depending on space availability as determined by the Gallery Director. Artists must contact the Gallery in advance.

10] Non-hanging art must be able to be displayed on pedestals and tables currently available at the Red Cliff Gallery. Non-hanging art must be able to stand on its own.

11] Weight limit is 25 pounds hanging or non-hanging. For exceptions, contact the Gallery Director in advance.

12] All entries must be in good taste and suitable for family viewing, at the Gallery Director's discretion.

13] Neither the Southern Utah Art Guild, Red Cliff Gallery nor the City of St George assume liability for artwork exhibited during any show.

14] All Artwork must be for sale.

15] Sales tax shall be added to the price of the artwork and collected and paid by Red Cliff Gallery.

16] Red Cliff Gallery collects a 25% commission on all sales.

17] Red Cliff Gallery shall provide artwork display tags for uniformity.

18] Special pieces of art that have not won an award may be shown a second time after one year.

19] Artwork seen elsewhere, such as a website, and sold while an art piece is on display at Red Cliff is subject to 25% commission.

20] Art shall be left in the show for the duration of the show. Artists unable to retrieve art on the specified day, shall designate another person to pick up said art.

21] Any Red Cliff Gallery show may be canceled due to unexpected events. No refunds shall be given after the show reception.

#### DISPLAY GUIDELINES

20] All artwork (including metal prints) must be properly wired and ready for hanging with all necessary hardware attached. **NO sawtooth hangers will be accepted.** The Exhibition Committee cannot help make modifications.

21] Neither artwork nor mounting panels may be screwed or bolted to any wall.

22] Frames must be clean and in good condition. Mats must have clean cuts and crisp edges.

23] The glass of glass-mounted artwork must be clean, dust, and fingerprint free (both sides). Plexiglass is not recommended, but if used, it must be scratch free and clear, without a haze.

#### Show Entry/Artwork Drop-off

Application form for each show is available at: [SouthernUtahArtGuild.com/red-cliff-gallery/](http://SouthernUtahArtGuild.com/red-cliff-gallery/)

Drop off/register your artwork on the specified date and time.

All Art Guild members are eligible to enter in Guild Shows. Visit [tinyurl.com/ArtGuildMember](http://tinyurl.com/ArtGuildMember) to become an Art Guild member.

All shows require an entry fee. You can prepay at [suagevents.eventsmart.com/online-store/red-cliff-gallery-application/](http://suagevents.eventsmart.com/online-store/red-cliff-gallery-application/) or pay at art drop off/registration.

### **End of Show/Artwork Pick-up**

All artwork must be picked up at the end of the show on the specified date and times. If unable to pick up artwork, artists are responsible to designate another person to pick up their artwork on the specified date and times.

Unclaimed artwork left over 30 days become property of Southern Utah Art Guild. Please do not leave packing materials.

### **Judging Standards**

When choosing awards, judges are asked to consider that the objective of Red Cliff Gallery/Southern Utah Art Guild is to develop artists. Red Cliff Gallery is a teaching gallery.

A winning artist may receive only ONE award per show.

The Gallery always chooses art experts for judging.

There is one judge per show.

Judges use the Red Cliff Gallery scoring system to evaluate each piece of art.

### **Judging Criteria**

Theme Interpretation - Score 1 thru 10

Originality - Score 1 thru 5

Skill and Technique - Score 1 thru 5

Presentation - Score 1 thru 5

Emotional Effect – Score 1 thru 5 A

The judge's decision is final.

### **Awards Given**

**1 BEST OF SHOW** is given to the artist who the judge feels has done the most outstanding creative work from any category.

**5 AWARDS OF EXCELLENCE TOTAL** Judges are requested, but not required, to distribute the Awards of Excellence among the following categories:

Painting

Drawing/Sketch Art  
Photography/Digital  
Textiles  
Dimensional Art

**6 AWARDS OF MERIT TOTAL** will be distributed to remaining artists in any category.

**Awards**

1 Best of Show / ribbon + \$75  
5 Award of Excellence / ribbon + \$50  
6 Award of Merit / ribbon + \$30

## **CATEGORIES AND MEDIUMS**

### **Main Categories**

- 1] Painting
- 2] Drawing
- 3] Dimensional Art
- 4] Photography and Digital Art

#### **1] Painting**

Oil  
Acrylic (polymer)  
Watercolor  
Collage  
Alcohol Ink  
Tempera  
Enamel  
Encaustic (wax painting)  
Gouache  
Mixed Media  
Other

#### **2] Drawing**

Ink (Includes Markers)  
Graphite  
Charcoal  
Pastel (Oil or Chalk)  
Pressure Print (Engraving, Etching, Lithograph, Woodcut, Linocut, Screen Print, Scratch board)  
Colored Pencils (Waxed or Water-based)  
Mixed Media

#### **3] Dimensional Art**

Dimensional Art is a free-standing object created by the artist and should be a one-of-a-kind art piece. Anything that follows a pattern, even your own, or is mass-produced is a craft and is not allowed. Crafts are often functional.

Clay (Earthenware, Polymers, and Dough)  
Glass  
Resin  
Metal  
Gourds  
Stone  
Synthetics  
Art from Recycled Materials  
Resin  
Paper Mâché  
Cement  
Woodworking (Furniture, Turning, Carving)  
Wire Sculpture  
Paper (Handmade, Folded, Book Arts, 3-D Paper Toile)  
Textiles (Textiles, Art Quilting, Weaving, Applique, Silk Painting, Batik)  
Fiber Art (Knotting, Felting, Soft Sculpture)  
Mixed Media  
Other

#### **4] Photography and Digital Art**

**Traditional Photography** (or analog photography) is an exposure that is created using a film camera.

**Digital Photography** is an image captured with a digital camera or smartphone to create an electronic, digital file of a subject matter chosen by the photographer.

Under the photography category, the following elements need to be adhered to:

1. It shall be the photographer's own originally created photo resulting from their use of a camera or smartphone digital camera and cannot be taken from "stock" photos or anonymous internet photos.
2. Any adjustments to the original photo as to photo quality and artistic values will be made by the photographer.
3. Any adjustments or manipulations should not render the original photo as unrecognizable.
4. An original photo that has been rendered or modified to the extent that it completely takes on the appearance of a painting done in a style such as impressionism, among other painting styles, shall be submitted under the Digital Art Category described below.

**Digital Art.** The artist is making the decisions with respect to alterations, adjustments, and manipulations – but note, the completed image is not photography. Note, artwork submitted under the Digital Art Category *may* be required to disclose their creative and printing processes when displayed.

Digital Art involves 1) hand-drawn digital art digitally created by the artist with a pen, or mouse and tablet, in a graphics program, or 2) a source photograph (or other pieces of original art created by the artist) digitized and manipulated by the artist on a computer to such a substantial degree that it

materially differs and is not readily recognizable as originating from the artist's source photograph or piece of art.

#### Key Elements of Digital Art:

1. Submissions shall be the artist's own, originally created, artwork resulting from their use of a computer and cannot be taken from "stock" photos or other anonymous internet art or artwork, the artist needs to be aware of and adhere to any copyright protections.
2. Adjustments to the artwork's digital file must be made under the direct supervision of the artist.
3. Digital artists *may* be required to disclose their creative and printing processes with an unobtrusive label to be posted next to their displayed artwork.

#### AI Generated Art

***Red Cliff Gallery does not accept AI generated art at this time. Red Cliff Gallery and Southern Utah Art Guild shall not be held liable for any copyright infringements. This is our current policy but is subject to change when future regulations are clarified.***

*AI artwork, or "text to image" art, allows anyone at any level of expertise to create art in a small fraction of time as compared to traditional art. With text-to-image generative AI tools (hereinafter, "the Tool(s)"), such as Dall-E, Adobe Firefly or Stable Diffusion, an individual (hereinafter the "facilitator") no longer needs to use their expertise or ability to draw or create an image. The facilitator will simply type a text-prompt into the Tool which in turn will generate an image. An integral portion of the generation process is where the Tool will search a pre-existing dataset of art for an image that may relate to the facilitator's text-prompts. In a more complex form, the facilitator may train an AI model to create images from a dataset collection assembled by the facilitator or by giving it access to a specific dataset of art. The facilitator will then train the AI model to learn from the assembled dataset. Some of the Tools may provide the ability to fine-tune an image with supplemental text-prompts or additional visual-design tools.*

Effective: January 1, 2024

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