

Branching Out: Always Growing

July 28-31



SALON GENERAL INFORMATION

The Portland 2010 Salon will be on display at the Smith Memorial Student Union Building at Portland State University.

The Salon Opening Reception will be held on the second floor of the Smith Memorial Student Union, from 6:00 p.m. to 9:00 p.m. on Wednesday, July 28. This is a unique opportunity to view the newest in medical art and to mingle with members.

Salon Hours:

Thursday, July 29 & Friday, July 30, 8:00 a.m. to 7:00 p.m.

Saturday, July 31, 8:00 a.m. - 2:00 p.m.

Salon Dismantling: Saturday, July 31, 2:00-3:45 p.m.

ENTERING ARTWORK IN THE SALON

Eligibility Requirements

The Salon is open to all Professional and Student members of the AMI. Members are limited to two entries per person. This year companies and institutions will be allowed to submit entries under the company name. A professional member of the AMI, who is employed by the company/institution, must act as representative and submit the entry. Awards for this new type of entry will be given in the company name, not in an individual's name. Salon Judges may enter artwork in any category with the exception of the categories that they are judging. Judges may also display pieces in the Judges' Corner which will not be judged or eligible for award. (Digital files and descriptions on the display labels are not needed for pieces displayed in the Judges' Corner.)

Artwork must be an original creation of the AMI member or company submitting the entry form. Work created by multiple illustrators (such as books or animations) should have each AMI Member artist credited on the Salon Entry Form. Contributors who are not AMI Member artists may be credited but may not be considered the primary entrant and are not eligible for award. In the categories of Animation and Interactive, which are often collaborative efforts, professional AMI members who have acted in a producer capacity may enter on behalf of their production company or they may enter as a single illustrator, whichever is more appropriate.

Deadlines

The deadline for receipt of **Salon Entry Form is Friday, June 11, 2010.**

All Animation and Interactive Media entries must be uploaded (Do not send DVDs or CDs) via the online registration site, www.mtnreg.com/AMI - Salon Entry section, **by Friday, June 18, 2010.**

All Flat Art, 3-Dimensional Models, Textbooks and Fine Art entries, complete with labels, are to be shipped to the address below. **They should arrive no earlier than Monday, July 19 and no later than Friday, July 23, 2010.**

Attn: Carrie Anderson
Portland State University
1825 SW Broadway, SMSU Rm 432
Portland OR 97201
503.725.4442

**No Saturday deliveries will be accepted.*

Note: There will not be sufficient time to contact people about missing or incorrect information on their forms, nor for replacement prints should art arrive damaged. Because of the short window of time for sending in entries to Portland and for hanging the Salon, all deadlines, rules and regulations will be strictly enforced.

Online Salon Submission

Meeting participants are encouraged to use the easy, one-stop online registration for the meeting, Salon and workshops. [Click here for online registration](#), or go to the meeting registration page at www.mtnreg.com/AMI. When registering online, individuals will first provide meeting registration information then will be prompted to register for the salon. If you are not attending the meeting but wish to register for the salon, select "Salon Entry only - no conference registration" for either professionals or students.

Note: If you are unable to complete your Salon entry information at the time of registration, you will be able to return to the site (www.mtnreg.com/AMI) to edit your registration. In order to complete your edits, please have your registration ID number (located at the top right hand section of your registration confirmation) available.

Submission by Fax or Mail

If you prefer to register by fax or mail, you must complete and submit a Salon Entry Form.

[Click here to download a PDF version of the Salon Entry Form](#). The form is interactive but must be printed out in order to fax or mail. You will need Acrobat (full version, not reader) in order to SAVE a digital copy of your completed form for your personal files.

To enter artwork in the Salon by mail, your form - complete with payment of the appropriate fees - must be postmarked by Tuesday, June 8, 2010 and sent to the address below. Faxed Salon entry information must be received by Friday, June 11, 2010.

Association of Medical Illustrators
c/o Mountain Destinations
380 Ice Center Lane Ste C
Bozeman MT 59718

ATTN: AMI 2010 Salon

Fax: 1-406-587-2451

NOTE: DO NOT SHIP ARTWORK TO THIS ADDRESS

Fees

Professional Members: \$50 U.S. per entry

Student Members: \$45 U.S. per entry

Corporation or Institution: \$100 U.S. per entry (no limit per entrant)

Payment can be made by Visa or Master Card. Make checks or money orders payable in US dollars to the Association of Medical Illustrators. The appropriate fees must accompany your entry form in order for it to be accepted.

Registration fees plus completed Salon Entry Forms must be submitted (for online or faxed registration) or postmarked (for registration by mail) by Friday, June 11, 2010.

Confirmation

Online registrants for the Salon will receive immediate online confirmation. Registrants using fax or mail will receive a Salon entry confirmation in the mail.

SALON CATEGORIES

Professional Categories

A. Instructional Color - artwork, didactic in nature, illustrating surgical, anatomic or pathologic structures and/or functions.

B. Instructional Continuous Tone - continuous tone artwork as above. (there should be no color in the piece)

C. Instructional Line - black and white line artwork as above. (there should be no color or tone in the piece)

D. Editorial - medical illustrations that sum up the content of a publication or article by calling attention to the subject matter of same. All journal cover artwork should be entered into this category, regardless of content.

E. Advertising - medical illustrations intended to aid directly or indirectly in the sale of a commodity.

F. Marketing/Promotional - medical illustrations, didactic or otherwise, created to attract attention to or show support for a product, business or service.

G. Medical-Legal - illustrations produced to provide or accompany medical documentation in legal proceedings. Entries should be submitted as matted prints, no larger than 20" X 24" (including the matte) for exhibition.

H. Animation - sequential illustrated images produced to create the illusion of movement. Animation entries will require a special submission process.

- **H-1** Advertising, Marketing, Promotional
- **H-2** Instructional
- **H-3** Medical Legal
- **H-4** Simulation, Visualization
- **H-5** Broadcast, Film

I. Interactive Media - web site or stand alone (e.g. CD-ROM, kiosk) interactive media entries.

- **I-1** Instructional
- **I-2** Catalog, E-Commerce
- **I-3** Health Promotion, General Interest
- **I-4** Haptic, Virtual Reality
- **I-5** Entertainment, Recreational

J. Three-Dimensional Models - simulators, prostheses or other 3-D forms of a medical nature. Maximum acceptable size is 4 ft. x 4 ft. x 4 ft.

K. Fine Art - original art of non-medical, non-didactic subjects in any medium. Sculpture is restricted in size to 4 ft. x 4 ft. x 4 ft. Two-dimensional works should not exceed 30" x 40" (including frame).

L. Illustrated Medical Book - illustrated books of a scientific or medical nature. Place appropriate code number on entry form:

- **L-1** Atlas
- **L-2** Reference, Clinical text
- **L-3** Nursing, Allied Health Professional text
- **L-4** College, High School, Elementary Science text
- **L-5** Children's text

A JPEG of either the book cover or representative artwork must be must be uploaded to the [salon ftp site](#). The Artwork I.D. label and the envelope containing the Display Label should be taped to the inside front cover of the book with low-tack tape.

Student Categories

Student entries must be curriculum-related, i.e., work completed in fulfillment of academic assignments/requirements and evaluated by faculty. To eliminate confusion regarding Salon artwork by recent graduates, the following policy has been established. Students are eligible to enter curriculum-related artwork in the Salon in a year that is the same as their year of academic graduation or students must be currently enrolled in a medical illustration program. Students cannot enter artwork in a professional category in the same year that they enter in a student category.

M. Instructional Tone

N. Instructional Line

O. Instructional Color

P. Editorial

Q. Advertising

R. Projection Media

S. Interactive

T. Animation

ARTWORK PREPARATION FOR TRADITIONAL CATEGORIES

General Guidelines

- All artwork for the Salon MUST BE submitted as a digital print, except for the Fine Art category.
- All artwork MUST BE SMALLER THAN 20" x 24", including mat, because of the limited mount board size for the Salon. Illustrations too large, too cumbersome or too heavy to be safely hung will be excluded from the Salon.
- Framed artwork will not be accepted in any category with the exception of Fine Art. The AMI will not assume responsibility for any damage to framed fine art entries.
- Multiple views may be mounted or matted together as a single entry.
- Each entry must be matted or mounted with FIRM BACKING (for example, foam core) with the front mat firmly adhered to the backing on ALL four sides of the image. An acetate covering between the mat and the artwork is required for protection. DO NOT USE SHRINK WRAP. Any artwork damaged in transit will be excluded from the Salon.
- For entries to be displayed on exhibit panels, please attach six 3-inch Velcro hooks - three on the top and three on the bottom edges of the backside of the piece as shown below. Please use only the rough (hooked) side of the Velcro, not the fuzzy side.

Supporting Items

In order to be considered complete, each entry must be accompanied by

- Salon display labels - this is what will be placed next to your piece(s) for people to read and for judges to review.
- Artwork identification label, firmly adhered to back side of art
- Please upload your electronic files (i.e., jpgs for awards presentation, web gallery, web thumbnail) to the [salon ftp site](#) when you fill out your online entry form or return to www.mtnreg.com/AMI in order to upload them at a later date. **Please do not mail digital files on CD.**
- The Salon Permission Form must be filled out for each entry. Please complete this online at www.mtnreg.com/AMI.

Note: Salon registrants will not receive an artwork preparation kit with their registration confirmation. All required supporting documentation must be downloaded from this website.

Salon Display Labels

Display labels will be produced by Salon entrants using the interactive [Salon Display Label PDF files](#) for traditional entries (example shown below). Entrants should download the appropriate template, fill it out completely and print it onto HEAVY PAPER (card stock). Trim label to heavy black line and permanently mount on sturdy board with strips of Velcro, at top and bottom on back side. **This will be the actual label that is displayed with your artwork.** Your completed Display Label should be enclosed in an envelope and taped to the back of your artwork with low-tack drafting tape (see Placement Diagram below), so that it can be easily removed by the Salon Hanging Committee.

AMI SALON
Title of entry:
Artist's name (AMI number):
Other contributors:
Company / Institution:
Address (only if applicable):
City:
Medium / materials used:
First presenter name:
Primary audience:
Intended purpose:

Traditional Salon Label

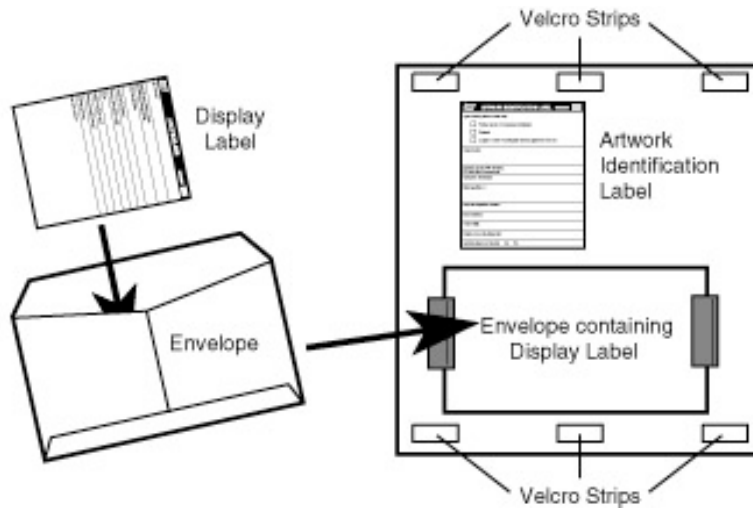
Velcro Strip

Back side of Salon Label

Velcro Strip

[Click here to download a PDF version of the Salon Display Label for traditional media.](#)

Note: This form is interactive but must be printed out after you complete it. Acrobat (full version, not reader) is needed in order to SAVE a digital copy of your completed form for your personal files.



Salon Display Label Glossary of Terms:

- **Company/Institution:** The name of the institution or firm by which you are employed (NOT the client for whom the work was prepared) or in the case of self-employment, your own company name.
- **Medium/Software:** Art media or instruments used in rendering the image (for example, watercolor, gouache, acrylic, airbrush, ink, flexible or technical pen on paper, illustration board, film, etc.) If the image was rendered on the computer, the software used should be specified (Photoshop CS4, Illustrator 10, etc.). If the artwork combines both traditional and computer media, then both should be described (for example, Graphite on Bristol/Photoshop).
- **Final Presentation Format:** The form in which the artwork is to be presented to or utilized by its audience (for example, PowerPoint slide, courtroom graphic, print ad, journal cover, etc.).
- **Primary Audience:** Those to whom the content of the visual image is intended to be communicated (for example, medical students, surgical residents, research scientists, patients, general public, etc.).
- **Intended Purpose:** A concise statement of the communication problems that the visual image solves. What is the message or story being told?

Note to Student Entrants: Students must also fill out an Intended Purpose statement for work to be judged. The Salon Judging Committee realizes that student works are intended to solve both technique and content problems. For example, if the assignment was to use wet highlights or wash techniques, then this information is appropriate and should be included in the Intended Purpose section of the Display Label.

Artwork Identification Label

An Artwork Identification Label must be completed and affixed to the back of your entry to identify it throughout the Salon judging and hanging process.

ARTWORK IDENTIFICATION LABEL	
Type of entry (please check one):	
<input type="checkbox"/>	Professional or Company/Institution
<input type="checkbox"/>	Student
<input type="checkbox"/>	Judges' Corner (not eligible to be judged for awards)
Title of entry:	
Entrant's name (All members):	
<input type="checkbox"/> Check this in a Corporate entry	
Company / Institution:	
Mailing address:	
Daytime telephone number:	
Email address:	
Value (USD):	
Display size (including mat):	
Auction (please circle one): Yes No	

[Click here to download a PDF version of the Salon Identification Label.](#)

This form is interactive but must be printed out after you complete it. Acrobat (full version, not reader) is needed in order to SAVE a digital copy of your completed form for your personal files.

Digital Files of Artwork

Entries MUST be accompanied by the appropriate digital files of the artwork. The files will be used for the various reasons listed below as well as for archival purposes. It is understood that the artwork is the sole possession of the artist. No reproduction or use of the files provided will be made without prior written approval of the artist. These files should be uploaded to the meeting registration site, www.mtnreg.com/AMI, preferably at the time of registration.

There are a total of three (3) digital files that need to be uploaded to the salon ftp site. All files should meet the following requirements:

File for PowerPoint Awards Presentation:

Size: (Maximum dimensions) 7.5 in. high x 10 in. wide

Resolution: 150 dpi, RGB

File name: last name_first and middle initial_year and category_entry number if more than one piece entered in same category.jpg

E.g. - John A. Brownstone, 2 entries in instructional tone category (B) in the year 2010 would look like this:

brownstone_ja_10B_1.jpg

brownstone_ja_10B_2.jpg

File for Website Gallery:

Size: 439 pixels high x 481 pixels wide

Resolution: 150 dpi, RGB

File name: brownstone_ja_10B_1_web.jpg

File for Website Gallery THUMBNAIL:

Size: 47 pixels high x 67 pixels wide

Resolution: 72 dpi, RGB

File name: brownstone_ja_10B_1_thumb.jpg

Salon Permission Form

This form must be completed electronically - please complete it online at the time of registration and/or Salon submission at www.mtnreg.com/AMI. If you cannot complete this form online, you may download a PDF form and include the filled out copy with your labels in the envelope taped to the back of your artwork.

ARTWORK PREPARATION FOR NEW MEDIA CATEGORIES

General Guidelines

Animation

For 2010, the animations will be compiled and placed in an interactive "coverflow" presentation. Therefore certain changes to the submission process have been made. Please read the following instructions carefully. Questions may be directed to John Dorn at 515.268.7232, or john.dorn@imedstudios.com. Entries must be submitted as QuickTime movies (if possible with h264 codec) MPEG-1, or MPEG-4 movies via the online registration site, www.mtnreg.com/AMI - Salon Entry section, **by Friday, June 18, 2010**. Artists are required to limit their entries to a short, representative segment of no longer than 3 minutes, since judges will have only 3 to 5 minutes to view each submission. A representative still frame from your animation entry must be included on the Salon Display Label in the space provided. Please upload completed Salon Display Label along with your entry via the online registration site, www.mtnreg.com/AMI.

The entrant may also upload an optional 15 second (maximum) trailer of your entry to be used at the Awards Banquet, on the AMI web site and possibly in the JBC. Please send trailer as a QuickTime (if possible with h264 codec), MPEG-1, or MPEG-4. Whether you upload a trailer or not, you must upload 3 JPEG files to the salon ftp site: a jpg of a still frame from your animation entry for the PowerPoint presentation at the Awards Banquet, a jpg for the AMI web site gallery, and a jpg for the website gallery thumbnail (see specifications below).

Interactive Media

Web site entries: Web sites should be submitted as a single zipped file via the online registration site, www.mtnreg.com/AMI - Salon Entry section, **by Friday, June 18, 2010**. Include in the zipped file all associated files and plug-ins necessary to run the site. **INCLUDE INSTRUCTIONS** so that it is clear which file launches the web site. Include either a click script or a site map that clearly explains the desired path of navigation through the site. Entries will be displayed on the most recent version of Firefox or Internet Explorer. Test all files before submitting them. A representative digitally formatted screen capture must be included on the Salon Display Label in the space provided. Please upload completed Salon Display Label along with your entry via the online registration site, www.mtnreg.com/AMI.

Multimedia entries: Please submit entries as a stand-alone application, such as a .swf or an .exe (preferably both). Entrants are required to submit entries that are PC-compatible. **INCLUDE INSTRUCTIONS** so that it is clear which file launches the program. Make sure to include all associated files and plug-ins needed to run the program. Please test all files before submitting them. If your entry contains multiple files, please compile in a single folder and submit a single zipped file via the online registration site, www.mtnreg.com/AMI - Salon Entry section, **by Friday, June 18, 2010**. **iPhone and iPad applications are unfortunately not eligible for 2010, due to programming constraints.** A representative digitally formatted screen capture must be included on the Salon Display Label in the space provided. Please upload completed Salon Display Label along with your entry via the online registration site, www.mtnreg.com/AMI.

Supporting Items

In order to be considered complete, each entry must be accompanied by

- Salon display labels - this is what will be placed next to your piece(s) for people to read and for judges to review.
- Please upload your electronic files (i.e., jpgs for awards presentation, web gallery, web thumbnail) to the salon ftp site when you fill out your online entry form or return to www.mtnreg.com/AMI in order to upload them at a later date. Please do not mail digital files on CD.
- The Salon Permission Form must be filled out for each entry. Please complete this online at www.mtnreg.com/AMI.

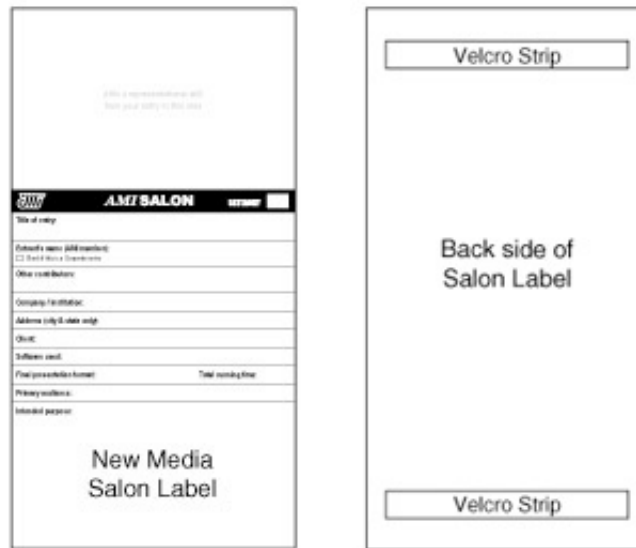
Note: Salon registrants will not receive an artwork preparation kit with their registration confirmation. All required supporting documentation must be downloaded from this website.

Salon Display Labels

Display labels will be produced by Salon entrants using the interactive [Salon Display Label PDF files](#) for new media entries (example shown below). Entrants should download the appropriate template, fill it out completely and print it onto HEAVY PAPER (card stock). Trim label to heavy black line and permanently mount on sturdy board with strips of Velcro, at top and bottom on back side. **This will be the actual label that is displayed with your artwork.** Your completed Display Label should be snail-mailed to Portland State University at:

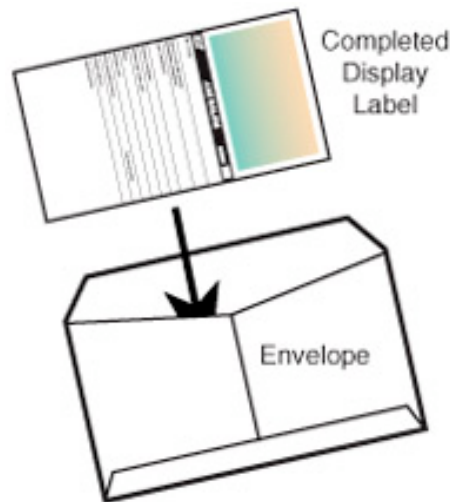
Attn: Carrie Anderson
Portland State University
1825 SW Broadway, SMSU Rm 432
Portland OR 97201
503.725.4442

**No Saturday deliveries will be accepted.*



[Click here to download a PDF version of the Salon Display Label for new media.](#)

Note: This form is interactive but must be printed out after you complete it. Acrobat (full version, not reader) is needed in order to SAVE a digital copy of your completed form for your personal files.



Salon Display Label Glossary of Terms:

- **Company/Institution:** The name of the institution or firm by which you are employed (NOT the client for whom the work was prepared) or in the case of self-employment, your own company name.
- **Software:** All programs/software used to create the piece should be specified (Photoshop CS4, Illustrator 10, Flash, 3D Studio Max, etc.).
- **Final Presentation Format:** The form in which the artwork is to be presented to or utilized by its audience (for example, animation for television, courtroom recreation, website, learning module, etc.).
- **Primary Audience:** Those to whom the content of the visual image is intended to be communicated (for example, medical students, surgical residents, research scientists, patients, general public, etc.).
- **Intended Purpose:** A concise statement of the communication problems that the visual image solves. What is the message or story being told?

Note to Student Entrants: Students must also fill out an Intended Purpose statement for work to be judged. The Salon Judging Committee realizes that student works are intended to solve both technique and content problems. For example, if the assignment was to use a particular animation program, then this information is appropriate and should be included in the Intended Purpose section of the Display Label.

Digital Files of Artwork

Entries MUST be accompanied by the appropriate digital files of the artwork. The files will be used for the various reasons listed below as well as for archival purposes. It is understood that the artwork is the sole possession of the artist. No reproduction or use of the files provided will be made without prior written approval of the artist. These

files should be uploaded to the meeting registration site, www.mtnreg.com/AMI, preferably at the time of registration.

There are a total of five (5) digital files that need to be uploaded to the salon ftp site (one is optional). All files should meet the following requirements:

File for PowerPoint Awards Presentation:

Size: (Maximum dimensions) 7.5 in. high x 10 in. wide

Resolution: 150 dpi, RGB

File name: last name_first and middle initial_year and category_entry number if more than one piece entered in same category.jpg

E.g. - John A. Brownstone, 2 entries in instructional tone category (B) in the year 2010 would look like this:

brownstone_ja_10B_1.jpg

brownstone_ja_10B_2.jpg

File for Website Gallery:

Size: 439 pixels high x 481 pixels wide

Resolution: 150 dpi, RGB

File name: brownstone_ja_10B_1_web.jpg

File for Website Gallery THUMBNAIL:

Size: 47 pixels high x 67 pixels wide

Resolution: 72 dpi, RGB

File name: brownstone_ja_10B_1_thumb.jpg

File for full animation entry:

Length: 3 minutes (maximum), at least 24 fps

Format: QuickTime (if possible with h264 codec), MPEG-1, or MPEG-4

File name: brownstone_ja_10H-1_1_animation.mov

File for animation Trailer (Optional - for animation entries only):

Length: 15 seconds (maximum), at least 24 fps

Format: QuickTime (if possible with h264 codec), MPEG-1, or MPEG-4

File name: brownstone_ja_10H-1_1_trailer.mov

File for interactive entry:

All associated files and necessary plug-ins submitted as a single zipped file

File name: brownstone_ja_10I-1_1_interactive.zip

File name for electronic Salon Label:

Brownstone_ja_10H-1_SalonLabel.pdf

Salon Permission Form

This form must be completed electronically - please complete it online at the time of registration and/or Salon submission at www.mtnreg.com/AMI.

PACKAGING & SHIPPING ARTWORK

Packaging Artwork – Traditional Entries

Prepare a sturdy shipping package for your artwork. For two-dimensional entries, we recommend sandwiching the artwork between layers of sturdy foam board or heavy corrugated cardboard. Artwork shipped with loose Styrofoam filler packed in large boxes is sometimes damaged in transit. This method of packing is NOT recommended. When multiple entries are submitted in one shipment, please enclose a packing list inside your parcel detailing the contents (number of entries, etc.).

Shipping Artwork – Traditional Entries

All Flat Art, 3-Dimensional Models, Textbooks and Fine Art entries, complete with labels, are to be shipped to the address below and **must arrive no earlier than Monday, July 19 and no later than Friday, July 23, 2010**. Entries received after this deadline will be excluded from the Salon and will be returned to the entrant C.O.D.

Attn: Carrie Anderson
Portland State University
1825 SW Broadway, SMSU Rm 432
Portland OR 97201
503.725.4442

**No Saturday deliveries will be accepted.*

Uploading Digital Artwork – New Media Entries

Your new media entries should be uploaded to the FTP site along with JPEGs for each entry and a digital version of your Salon Display Label **by Friday, June 18, 2010.**

Entries received after this deadline will be excluded from the Salon.

Shipping Display Labels – New Media Entries

Salon display labels for the New Media entries **must arrive no earlier than Monday, July 19 and no later than Friday, July 23, 2010.**

Attn: Carrie Anderson
Portland State University
1825 SW Broadway, SMSU Rm 432
Portland OR 97201
503.725.4442

**No Saturday deliveries will be accepted.*

JUDGING AND AWARDS

Judging

In order to assist entrants in preparing their salon entries and to help with understanding the judging process, the judging forms are available as Word files. There are four types of judging forms, please click below to download them.

[Interactive Judging Form](#)

[General Judging Form](#)

[Book Judging Form](#)

[Animation Judging Form](#)

Awards

The award system for both Professional and Student Salon categories is two-tiered. The Salon jury will determine Awards of Excellence and Awards of Merit within each judged category. Awards of Excellence will be given to artwork that has met the highest standards of the profession, while Awards of Merit will be given to illustrations deserving special recognition of achievement.

The tradition of eponymous awards (e.g. the Russell Drake Award in Medical Line) within certain categories continues. The Ralph Sweet Member's Choice Award and the Muriel McLatchie Miller Fine Art Award are the two awards determined by the popular vote of professional member attendees.

Members of the AMI are encouraged to deposit their ballots for the Fine Art and Member's Choice in the appropriate box in the registration area no later than 2:00 pm Saturday, July 31. Awards for these two categories will be announced at the Awards Banquet that evening.

ARTWORK PICKUP/RETURN

- Artwork may be picked up between 2:00 p.m. and 3:45 p.m. on Saturday, July 31, 2010. **Absolutely no artwork may be removed from the Salon prior to Saturday.** All entrants must make sure to sign out their artwork with the salon staff before removing the artwork from the salon.
- You are responsible for the manner of return of your artwork following the Salon. If you cannot attend the meeting, you should arrange with someone who is attending to retrieve your art. This person should be designated on the entry form or given a signed authorization note.
- If you cannot attend the meeting and are unable to make arrangements to have your artwork picked up, you must enclose a completed (pre-paid account), self-addressed Federal Express/UPS/or other freight carrier return shipping label with your entry and send your entry in packaging that can be easily reused for the return.

- Artwork not retrieved by the entrant or his/her designate and lacking a pre-paid, self-addressed return shipping label, will NOT be sent back to you.