

# Welcome to the 2016 AMI Annual Salon

The Salon is the annual exhibition of medical art created and produced by members of the Association of Medical Illustrators displayed at the site of the Annual Meeting. It is an impressive showcase for the most recent achievements in medical visualization.

## SALON GENERAL INFORMATION

The 2016 AMI Salon will be on display at the Atlanta Marriott Marquis, on the 2<sup>nd</sup> floor in the Atrium Ballroom BC.

**Salon Opening:** The Salon Opening will be held from 6:00-8:00 pm on Wednesday, July 20, 2016.

### **Salon Hours:**

Wednesday, July 20, 6:00pm – 9:00 pm

Thursday, July 21 and Friday, July 22, 8:00 am – 9:00 pm

Saturday, July 23, 7:00 am – 1:00 pm

**Salon Dismantling and Artwork Pick-up:** Saturday, July 23, 1:30 – 4:15 pm

### **2016 Salon Instructions Download**

Download Salon Instructions in PDF format [here](#).

### **Questions?**

Contact Lori Messenger at [lmessenger@nejm.org](mailto:lmessenger@nejm.org) or Jill Gregory at [jill@jillkgregory.com](mailto:jill@jillkgregory.com)

For digital entries, contact John Dorn at [john.o.dorn@gmail.com](mailto:john.o.dorn@gmail.com) or Nick Klein at [nick@iso-form.com](mailto:nick@iso-form.com)

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## ENTERING ARTWORK IN THE SALON

**Read the instructions thoroughly. All deadlines, rules and regulations will be strictly enforced.**

### **Eligibility Requirements**

- **Individual and Multiple Illustrator Submissions** - The Salon is open to all Professional, Associate and Student members of the AMI. **Note:** Multiple Illustrator Submissions (such as books, animations, interactives) should have *each* AMI Member credited on the Salon Entry Form. Contributors who are not AMI Members may be credited but may not be considered the primary entrant and are not eligible for awards.
- **Corporate Submissions** - Companies and institutions may submit entries under the company name. *To be considered eligible, the company must employ a minimum of two current AMI members.* One of the AMI members must submit the entry. Awards for Corporate submissions will be given in the *company* name, not in any individual's name.

### **Entry Process Chronology**

**1. Register** via the online [Salon Entry Form](#) and pay your fee. Individual and corporate entries cannot be entered on one form; use separate forms for each **type** of entry. Review your entry form very carefully as your Salon Display Label (the label that will identify/explain your submission) will be generated automatically from the text that that you enter.

2. **Watch** for email confirmation of your registration. Your Salon Display Label(s) will be attached to the email.
3. **Watch** for an email (within a few days of registering) from AMI HQ with directions to access your Dropbox account. Your electronic files will be uploaded using this file hosting service.
4. **Prepare** traditional entries for display and shipping (see details under "Artwork Preparation – Traditional") and/or prepare your Animation and Interactive entries (see details Under "Artwork Preparation – Motion and Interactive Media)
5. **Upload** electronic files to your Dropbox account by the deadline date.

## IMPORTANT DEADLINES

<b>Tuesday, May 31</b>	Deadline to contact John Dorn, <a href="mailto:john.o.dorn@gmail.com">john.o.dorn@gmail.com</a> or Nick Klein at <a href="mailto:nick@iso-form.com">nick@iso-form.com</a> about any motion or interactive media.
<b>Tuesday, June 7</b>	Salon Entry forms due
<b>Tuesday, June 21</b>	Deadline to upload the electronic supporting files for ALL categories to your Dropbox account.
<b>No earlier than Monday, July 11 and no later than Monday, July 18</b>	Delivery window for artwork and display labels to arrive in Atlanta at address below: Atlanta Marriott Marquis, 265 Peachtree Center NE, Atlanta, GA 30303, Attention: Glen Ellwood - Conferences & Events Manager, AMI 2016 Annual Meeting, July 21-23, 2016

## Fees

- Professional Members: \$55 U.S. per entry** (limit 2/member)  
**Associate Members: \$55 U.S. per entry** (limit 2/member)  
**Student Members: \$45 U.S. per entry** (limit 2/member)  
**Corporation or Institution: \$165 U.S. per entry** (limit 6/company)

Payment can be made by Visa, Master Card, or American Express. 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.

## Confirmation

Registrants for the Salon will receive immediate online confirmation as well as an email confirmation.

## SALON CATEGORIES

It is the responsibility of the entrant to decide which category is most appropriate for their entry. The Exhibits, Salon Display, and Salon Judging committees will not move an entry into another category without a directive from the entrant. The committee chairs may inquire if the entrant has properly chosen the category and are available to make suggestions if the entrant has an inquiry about which category might be appropriate for their piece. Please email Lori Messenger at [lmessenger@nejm.org](mailto:lmessenger@nejm.org) or Jill Gregory at [jill@jillkgregory.com](mailto:jill@jillkgregory.com) if there are questions about your entry.

Entrants must enter the Salon based on AMI membership type (Professional vs Student).

## Professional Categories

**Professional Entries** to the AMI Salon must be an original creation and must demonstrate the specialized knowledge, visual problem-solving abilities, and skills particular to the medical illustrator/ animator/ data visualizer and must have been completed as part of a professional assignment. As such, work must be medical, surgical,

anatomical, pathological, health-related, or life sciences in nature. Submissions that do not meet the above requirements will NOT be considered for an award.

## STILL MEDIA SECTION

**A. Didactic/Instructional** – Illustrations that are primarily *instructional in nature*, which depict surgical, anatomical, pathological, or bio-scientific structures, functions, and/or processes. May be color, continuous tone, or line illustrations.

- **A-1 Non-Commercial** – Any didactic work that is produced primarily for the academic marketplace or other not-for-profit entities.
  - Example 1: Figures for a peer-reviewed academic journal, or medical/surgical or health sciences textbook or atlas.
  - Example 2: Patient education materials for not-for-profit entities.
- **A-2 Commercial** – Any didactic work that is produced primarily for the commercial marketplace.
  - Example 1: Illustrations for a pharmaceutical, biotechnology, or medical/surgical device manufacturing company explaining biologic or pathologic processes.
  - Example 2: Illustrations for a pharmaceutical, biotechnology, or medical/surgical device manufacturing company explaining how something is done.

**B. Editorial** - Illustrations that summarize the content of a publication or article by calling attention to the subject matter of the same, either as cover or inside art. *All cover art, whether for a journal, magazine, or book, should be entered into this category, regardless of content.*

**C. Advertising and Marketing/Promotional** - Illustrations created to attract attention to or show support for a product, business or service in the pharmaceutical, biotechnology, or medical/surgical device manufacturing industries, and all that are similar. These are generally intended to aid in selling or promoting a product/service or creating brand recognition. *Work such as MOAs, sell sheets, patient information handouts or wall charts, etc. should be entered into this category, regardless of content.*

**D. Medical-Legal** – Illustrations produced to provide or accompany medical documentation in legal proceedings.

**E. Illustrated Text (Traditionally printed book)** - Illustrated books of an anatomical, pathological, medical or surgical nature. Books are judged on the quality and usage of their medical illustrations, and not on their graphic design. *(Note: Entries submitted in this category that do not include medical illustrations shall not be considered for awards.)*

## MOTION MEDIA SECTION

**F. Animation** - Visualizations of surgical, anatomical, pathological, health-related or bio-scientific structures, functions, and/or processes. May be 2D or 3D.

- **F-1 Didactic/Instructional - Non-Commercial** – Any work that is *didactic / instructional in nature* and produced primarily for the academic marketplace or other not-for-profit entities.
  - Example 1: An animation created as part of a public service/public health announcement.
  - Example 2: An animation created as part of a research grant or other not-for-profit entities such as NLM/NIH, DARPA and The American Red Cross.
- **F-2 Didactic/Instructional – Commercial** – Any work that is *didactic / instructional in nature* and produced primarily for the commercial marketplace.
  - Example 1: A Mechanism of Action/Mechanism of Disease animation created for a pharmaceutical, biotechnology, or medical/surgical device manufacturing company.
  - Example 2: DVD or web based animations created for a publishing company as part of a textbook series.
- **F-3 Advertising and Marketing/Promotional** - Animations created to attract attention to or show support for

a product, business or service in the pharmaceutical, biotechnology, or medical/surgical device manufacturing industries, and all that are similar. These are generally intended to aid in selling or promoting a product/service or creating brand recognition. *(NO PERSONAL OR COMPANY DEMOS PLEASE.)*

- **F-4 Medical-Legal** - Animations produced to provide or accompany, medical documentation in legal proceedings.

## INTERACTIVE MEDIA SECTION

**G. Interactive Media** - Website or stand-alone interactive media entries.

- **G-1 Didactic/Instructional - Non-Commercial** – Any work that is *didactic / instructional in nature* and produced primarily for the academic marketplace or other not-for-profit entities.
  - Example 1: An interactive application created as part of a public service/public health announcement.
  - Example 2: An interactive application created as part of a research grant or other not-for-profit entities.
- **G-2 Didactic/Instructional – Commercial** – Any work that is *didactic / instructional in nature* and produced primarily for the commercial marketplace.
  - Example 1: Interactive application/s created as part of a pharmaceutical trade show booth.
  - Example 2: Interactive application/s created for a publishing company as part of a textbook series.
- **G-3 Advertising and Marketing/Promotional** - Interactive programs, apps, websites, or kiosks created to attract attention to, show support for, or is intended to aid directly or indirectly in the sale of a product, business, or service for the pharmaceutical, biotechnology, or medical/surgical device manufacturing industries, and all that are similar. *(NO PERSONAL OR COMPANY DEMOS PLEASE.)*
- **G-4 Gaming** – A digital interactive submission that presents the user or users with challenges or problems to undertake for fun, discovery, or education related to medicine, health sciences or life sciences.
- **G-5 Interactive Textbook** – A fully digital illustrated text or journal, of surgical, anatomical, pathological, health-related or bio-scientific structures, functions, and/or processes, that when completed is viewed using interactive electronic means.
  - Example: iBooks, eBooks, interactive pdfs.

## DIMENSIONAL MEDIA SECTION

**H. Simulators, Prosthetics and Sculptural Products** - Simulators, prostheses or other tactile three-dimensional forms (tactile 3D) of an anatomical, pathological, medical or surgical nature. Maximum acceptable size is 4 ft. x 4 ft. x 4 ft.

## Student Categories

**Student Entries** to the AMI Salon must be work completed in fulfillment of academic assignments/requirements and evaluated by faculty.

To eliminate confusion regarding Student Salon artwork, the following policy has been established.

1. *Students may enter artwork if they are currently enrolled in a medical illustration program.*
2. *Students that have graduated are eligible to enter curriculum-related artwork in the Student Salon during the year that is the same year as their graduation. (i.e., Artwork created by a person that graduated in 2016, can be entered in the 2016 AMI Student Salon.) Note: Student members may continue their student membership through the first annual meeting following their graduation (a Nov. 2015 graduate may enter the 2016 Student Salon based on their continuing student status.)*

Students MAY NOT enter artwork in a professional category in the same year that they enter in a student category.

Submissions that do not meet the above requirements will NOT be considered for an award.

## STILL MEDIA SECTION

**I. Didactic/Instructional** – Illustrations that are primarily *instructional in nature*, which depict surgical, anatomical, pathological, or bio-scientific structures, functions, and/or processes. May be color, continuous tone, or line illustrations.

- **I-1 Didactic/Instructional – Anatomical/ Pathological** – Illustration of anatomy/pathology for identification purposes.
  - Example 1: to demonstrate normal or pathological anatomy as it appears, such as would be found in an atlas of anatomy.
  - Example 2: to depict a given pathology or disease process as a means to help a patient identify/recognize his/her condition, as would be found in an informational pamphlet or wall chart.
- **I-2 Didactic/Instructional – Surgical/Clinical Procedures** – Multipart or “critical step” illustrations depicting a multi-part procedure
  - Example 1: depictions of a surgical procedure/processes.
  - Example 2: clinical testing (e.g. Orthopedics: Knee Instability Tests) or clinical procedures (e.g. injection guides or tissue sampling techniques).
- **I-3 Didactic/Instructional – Molecular/Biological/Life Sciences** – Illustrations depicting human or animal cellular processes, lifecycles, behaviors, or functions
  - Example 1: depictions of the normal or pathological function of an organ or system.
  - Example 2: depictions of chemical/molecular/cellular component interactions and processes at the cellular or subcellular level.

**J. Editorial** - Illustrations designed to summarize the content of a publication or article by calling attention to the subject matter of the same, either as cover or inside art. *All cover art, whether for a journal, magazine, or book, should be entered into this category, regardless of content.*

**K. Advertising and Marketing/Promotional** - Illustrations, didactic or otherwise, designed to attract attention to or show support for a product, business or service in the pharmaceutical, biotechnology, or medical/surgical device manufacturing industries, and all that are similar. These mirror professional projects that are generally intended to aid in selling or promoting a product/service or creating brand recognition. *Projects such as MOAs, sell sheets, patient information handouts or wall charts, etc. should be entered into this category, regardless of content.*

## MOTION MEDIA SECTION

**L. Animation** - All 2D and 3D motion media where the end result is a linear motion graphic presentation that features medical visualizations of surgical, anatomical, pathological, health-related or bio-scientific structures, functions, and/or processes. *(Note: There are no subcategories for the Student Animation submissions.)*

## INTERACTIVE MEDIA SECTION

**M. Interactive** – All media that involves user interaction to progress through content. Materials may have video/animation/audio imbedded as part of the whole presentation. Examples include websites, interactive kiosks, patient/physician education modules, real time 3D-interactives, e-publications and gaming. *(Note: There are no subcategories for the Student Interactive submissions.)*

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## ARTWORK PREPARATION – TRADITIONAL CATEGORIES

- Prepare your artwork for hanging by following these guidelines:
- Submit a digital print, flush mounted onto **Black** foam core.

• Final dimensions no larger than 20" x 24". (Multiple views may be mounted together as a single entry)  
In the spirit of saving space, please DO NOT overly enlarge your entry to compensate for a mat.

• Attach **Velcro** to the back of your mounted work. Use the rough, HOOKED side of the Velcro only, not the fuzzy side. Attach six **3-inch Velcro strips** - three on the top and three on the bottom. (see diagram below)

*The AMI is not responsible for any incidental damage that might occur while the artwork is being handled on site and/or from tape or other materials applied directly to the artwork surface during the judging process to cover any signature. Any artwork damaged in transit will be excluded from the Salon.*

## • **SUPPORT MATERIALS**

Each entry must be accompanied by:

1. Printed labels packed with the artwork itself (**Salon Display Label & Artwork ID Label**. See details below.)
2. **Salon Permission Form** (one per entry to be completed *online* when registering for the Salon.)
3. **Digital Dropbox files** (AMI is using Dropbox to collect the electronic files. See details below.)

• **SALON DISPLAY LABEL** - This is the *actual* paper label displayed next to your art for people to read and for judges to review. **This label will automatically be sent to you in an email as a PDF upon completion of your Salon registration.**

**Print** the PDF onto HEAVY PAPER (card stock).

**Mount** on sturdy foam board and **trim** to the heavy black line.

**Adhere** strips of Velcro (the rough, "hooked" side), at top and bottom, on back side. (see sample below.) **Enclose** the completed Salon Display Label in an envelope and tape it to the back of your artwork with low-tack drafting tape (see Placement Diagram below), so that it can be easily removed by the Display Committee. (For textbook entries – tape the envelope containing the Display Label to the inside front cover of the book with low-tack tape.)

Study the "Glossary of Terms" below to familiarize yourself with the importance of filling out the label correctly. Give particular attention to how you title your work!

### **Salon Display Label - Glossary of Terms:**

- **Title:** The title you give your entry is for the Salon Committee's use for general identification; it is not the official title you might attach to your piece to be published. **Keep it as short as possible.** For example, Instead of "CAL-101/GS-1101 and the P13K Delta Pathway in B-cell malignancies, NHL and CCL" you could enter this title, "Targeted Medications for B-cell Malignancies" (you will have the opportunity to explain the content of the submission thoroughly in the "intended purpose" portion of the Salon label). Please be courteous. If an award is won these titles will need to be easily read during our awards dinner.
- **Company/Institution:** The name of the institution or firm by which you are employed or in the case of self-employment, your own company name. (NOT the client for whom the work was prepared)
- **Medium/Software:** Art medium used in rendering the image. This includes software (e.g., Photoshop, Illustrator, Maya, etc. with version code) and/or traditional media (e.g., watercolor, gouache, Bristol board, etc.) If the artwork combines both traditional and digital media, 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 used 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 (e.g., 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? *This section is very important. Salon judges evaluate work objectively against a specific set of criteria to determine whether or not the entry has achieved the communication/technical goals stated by its author. Submit carefully constructed and well-formed Intended Purpose statements.*

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

AMI SALON CATEGORY
Title of entry: test
Entrant's name: test test
Membership Type: Company/Corporation
Other contributors:
Company / Institution: test
Address:
Client:
Medium / software used:
Final presentation format:
Primary audience:
Intended purpose:



## Salon Display Label

ARTWORK IDENTIFICATION LABEL CATEGORY A
Type of entry (please check one): <input type="checkbox"/> Professional, Associate, or Company/Institution <input type="checkbox"/> Student
Title of entry:
Entrant's name (AMI member): <input type="checkbox"/> Check if this is a Corporate entry
Company / Institution:
Mailing address :
Daytime telephone number:
Email address:
Value (US\$):
Display size (including mat):
Auction (please check one): Yes <input type="checkbox"/> No <input type="checkbox"/>

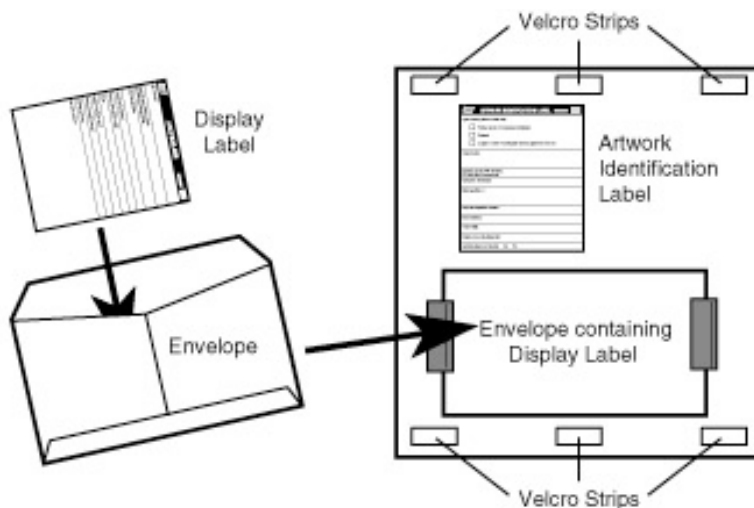


## IDENTIFICATION LABEL

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

Fill out the interactive form using Adobe Acrobat and print. Crop the label and affix to the *back* of your matted entry. For book entries, adhere to the inside cover with low-tack tape.

Study this diagram of the back side of mounted artwork. Each of your traditional entries should contain:



## • INSTRUCTIONS FOR DROPBOX UPLOAD

### **DIGITAL FILES that accompany your traditional entries:**

Each traditional salon entry MUST be accompanied by the Salon Label PDF and four (4) separate JPGS of the image. (The JPG files will be used for the awards presentation at the meeting and in the salon winners gallery of the AMI website and the JBC). **YOU WILL RECEIVE AN EMAIL WITH INSTRUCTIONS FOR UPLOADING THESE FILES TO A DROPBOX ACCOUNT.** (Note: For the Illustrated Medical Text category, upload a JPEG of either the book cover or representative artwork.)

Make sure to label your files correctly. Follow these samples:

#### **1. Electronic Salon Display Label:**

**(Remember to change the name of the file that has been automatically generated and emailed to you prior to upload)**

File name: Brownstone\_ja\_16A-2\_1\_SalonLabel.pdf

Note: Please do not modify the text of the automatically generated pdf file.

#### **2. File for PowerPoint Awards Presentation, Website Gallery, AMI promotional purposes, and Journal of BioCommunications:**

*Recommended Size:* 3000 pixels wide x 2250 pixels high (10 inches x 7.5 inches)

*Resolution:* 300 dpi, RGB

*File name:* brownstone\_ja\_16A-2\_1.jpg

*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 didactic/instructional-commercial category (A-1) in the year 2016 would look like this:

brownstone\_ja\_16A-2\_1.jpg

brownstone\_ja\_16A-2\_2.jpg

#### **3. File for Website Gallery THUMBNAIL:**

*Size:* 171 pixels wide x 128 pixels high

*Resolution:* 72 dpi, RGB

*File name:* brownstone\_ja\_16A-2\_1\_thumb.jpg

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## ARTWORK PREPARATION FOR MOTION AND INTERACTIVE MEDIA CATEGORIES

### Animation and Interactive Media

**ANIMATIONS and INTERACTIVE entries must be submitted as 3-minute videos (or shorter) for pre-judging and for display in the salon.** Interactive product files (apps, .exe files, websites, etc.) will not be accepted.

Read the following instructions carefully. Questions may be directed to John Dorn at 515.520.0632 or john.o.dorn@gmail.com.



Both animation and interactive submissions must be submitted to your Dropbox account as .mp4 movies (h.264 compression codec preferred), by **Tuesday, June 21**.

Artists are required to limit their entries to a short, representative movie, **no longer than 3 minutes**. Editing by the entrant may be required to reach the 3-minute maximum time allowance. Videos shorter than 3 minutes are allowed and encouraged. Movies over 3 minutes will be excluded from the salon.

Interactive and animation entrants 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 submit the trailer as an .mp4 movie (h264 compression codec preferred).

### **Interactive Media Entries: Specifications for Submission of Videos**

Videos of interactive entries must include at least 90 seconds of continuous, un-cut, un-edited user interaction using screen capture technology or hand held video of the interactive program in use. The entrant may use a split-screen showing user-interaction with peripheral hardware such as a motion-controller, VR headset, or haptic devices.

No music, artwork, screenshots, visual FX, motion graphics, or sound FX are to appear in the video that aren't part of the interactive program. The judging criteria for the interactive salon categories have NOT changed. There are no points for video editing or post-production. Entry videos are not commercials, teasers, or trailers, but demonstrations of the interactive program in its current state at the time of submission.

### **Interactive Textbooks**

Interactive textbooks may be submitted as an iBook or interactive pdf. Individuals planning on submitting an interactive textbook should contact John Dorn (john@iso-form.com) or Nick Klein (nick@iso-form.com) by **Tuesday, May 31** for specific information.

### **Interactive Table Space**

The AMI is offering table space for salon entrants who wish to present their interactive product during the Salon Opening. Additional demonstration times may be arranged by the entrant during normal salon hours. Entrants who wish to reserve table space must check the appropriate box on the Salon Entry Form. Entrants are responsible for supplying, setting-up and securing all hardware and software needed for the interactive.

The AMI is not responsible for theft or damage of any hardware or software supplied by its members.

### **• SUPPORT MATERIALS for MOTION AND INTERACTIVE MEDIA**

Each entry must be accompanied by:

1. **Salon Permission Form** (one per entry to be completed *online* when registering for the Salon.)
2. **Digital Dropbox files** (AMI is using Dropbox to collect the electronic files. *See details below.*)

Note: For Electronic entries, the Salon Entry Form that you fill out at registration will be used identify your entry as it appears in the electronic display in the Salon. Therefore you will NOT be asked to print out and mail a Salon Display Label. Study the "Glossary of Terms" below to familiarize yourself with the importance of filling out the online label correctly.

## Salon Display Label - Glossary of Terms:

- **Title:** The title you give your entry is for the Salon Committee's use for general identification; it is not the official title you might attach to your piece to be published. **Keep it as short as possible.** For example, Instead of "CAL-101/GS-1101 and the P13K Delta Pathway in B-cell malignancies, NHL and CCL" you could enter this title, "Targeted Medications for B-cell Malignancies" (you will have the opportunity to expound in the "intended purpose" portion of the Salon label). Please be courteous. If an award is won these titles will need to be easily read during our awards dinner.
- **Company/Institution:** The name of the institution or firm by which you are employed or in the case of self-employment, your own company name. (NOT the client for whom the work was prepared)
- **Medium/Software:** Art medium used in rendering the image. This includes software (e.g., Photoshop, Illustrator, Maya, etc. with version code) and/or traditional media (e.g., watercolor, gouache, Bristol board, etc.) If the artwork combines both traditional and digital media, 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 used 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 (e.g., 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? *This section is very important. Salon judges evaluate pieces objectively against a specific set of criteria to determine whether or not the entry has achieved the communication/technical goals stated by its author. Submit carefully constructed and well-formed Intended Purpose statements.*

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

## DIGITAL FILES that accompany your digital entries – Instructions for Dropbox Upload:

Each digital entry MUST be accompanied by a total of four (4) files: the Salon Label, two (2) JPG image files, the entry itself as an MP4 file. In addition, You may also submit one (1) optional file of the trailer. (The JPG files and the MP4 files will be used for the awards presentation at the meeting and in the salon winners gallery of the AMI website and the JBC). **YOU WILL RECEIVE AN EMAIL WITH INSTRUCTIONS FOR UPLOADING THESE FILES TO A DROPBOX ACCOUNT.**

Specifications for the files are as follows:

### 1. Electronic Salon Display Label:

**Note: Please remember to change the name of the file that has been automatically generated and emailed to you prior to upload**

File name: Brownstone\_ja\_16F-1\_1\_SalonLabel.pdf

Note: Please do not modify the text of the automatically generated pdf file.

### 2. File for PowerPoint Awards Presentation, Website Gallery, AMI promotional purposes, and Journal of BioCommunications:

*Recommended Size:* 3000 pixels wide x 2250 pixels high (10 inches x 7.5 inches)

*Resolution:* 300 dpi, RGB

*File name:* brownstone\_ja\_16A-2\_1.jpg

File name: last name\_first and middle initial\_year and category\_entry number if more than one piece entered in same category.jpg

File name:

E.g. - John A. Brownstone, 2 entries in the animation didactic/instructional non-commercial (F-1) in the year 2016 would look like this:

brownstone\_ja\_16F-1\_1.jpg

brownstone\_ja\_16F-1\_2.jpg

### **3. File for Website Gallery THUMBNAIL:**

*Size:* 171 pixels wide x 128 pixels high

*Resolution:* 72 dpi, RGB

*File name:* brownstone\_ja\_16F-1\_1\_thumb.jpg

### **4. File for animation entry:**

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

*Format:* .mp4 (if possible with h264 codec)

*File name:* brownstone\_ja\_16F-1\_1\_animation.mp4

#### **4A. Optional file for animation trailer:**

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

*Format:* .mp4 (if possible with h264 codec)

*File name:* brownstone\_ja\_16F-1\_1\_animation\_trailer.mp4

### **5. File for interactive entry:**

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

*Format:* .mp4 (if possible with h264 codec)

*File name:* brownstone\_ja\_16G-1\_1\_interactive.mp4

#### **5A. Optional file for interactive trailer:**

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

*Format:* .mp4 (if possible with h264 codec)

*File name:* brownstone\_ja\_16G-1\_1\_interactive\_trailer.mp4

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## **PACKAGING & SHIPPING ARTWORK**

### **Uploading Digital Files – ALL Entries**

The digital files of your entries should be uploaded to the Salon Dropbox account with a digital version of your Salon Display Label by **Tuesday, June 21**. Entries received after this deadline will be excluded from the Salon.

### **Packaging & Shipping Artwork – Traditional Entries**

Prepare a sturdy shipping package for your artwork. For flat entries, we recommend sandwiching the artwork between layers of sturdy foam board or heavy corrugated cardboard. Use craft paper or the like for cushioning, **NOT** styrofoam pellets. When multiple entries are submitted in one shipment, **enclose a packing list** inside your parcel detailing the contents (number of entries, etc.).

**Ship** all flat art, 3-D models, textbooks and fine art entries, along with Salon Display Label and ID labels, to the address below. **Artwork must arrive no earlier than Monday, July 11 and no later than Monday, July 18.** (Entries received after this deadline will be excluded from the Salon and will be returned to the entrant C.O.D.)

## Shipping Address:

Atlanta Marriott Marquis  
265 Peachtree Center NE  
Atlanta, GA 30303

Attention: Glen Ellwood - Conferences & Events Manager, AMI 2016 Annual Meeting, July 21-23, 2016

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## JUDGING AND AWARDS

### Judging

When evaluating entries, judges will consider the intended purpose, degree of problem solving, concept, accuracy of medical or scientific content, creativity, medium/software used, technical execution, clarity, and appropriateness to the audience as stated in the AMI Salon Display Label. For help in understanding the judging process, access and study the sample judging forms (General, Book, Animation, & Interactive) found on the AMI Website.

### Awards

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. These two awards are NOT limited to one each per category and judges are not required to give both awards in each category.

There are also eponymous awards (e.g. the **Russell Drake Award**) within certain categories. The **Ralph Sweet Member's Choice Award** is determined by the popular vote of professional member attendees. Deposit your ballots for the Member's Choice Award in the appropriate box in the registration area no later than 2:00 pm on Friday, July 22. This award will be announced during the Salon Awards banquet.

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## ARTWORK PICKUP/RETURN

- Artwork may be picked up Saturday, July 23, 1:30 – 4:15 pm. **Absolutely no artwork may be removed from the Salon prior to this time.** All entrants must sign out their artwork with the Salon staff before removing the artwork from the Salon. **Be sure to bring Federal Express/UPS/or other freight carrier return shipping labels with you to ship your artwork back. These are not provided on site.**
- You are responsible for the manner of return of your artwork following the Salon. If you cannot attend the meeting, arrange for 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, **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 owner or his/her designate, and lacking a pre-paid, self-addressed return shipping label, will NOT be returned.

Good Luck Everyone!!!

**Questions?** Contact Lori Messenger at [lmessenger@nejm.org](mailto:lmessenger@nejm.org) or Jill Gregory at [jill@jillkgregory.com](mailto:jill@jillkgregory.com). For digital entries, contact John Dorn at [john.o.dorn@gmail.com](mailto:john.o.dorn@gmail.com) or Nick Klein at [nick@iso-form.com](mailto:nick@iso-form.com).