



2021 INFO PACKET

EMILY CARR UNIVERSITY OF ART + DESIGN
November 26 – 28, 2021

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Key Dates

- Sept 29 Registration opens
- Oct 15 Registration closes (*extended from Oct 11*)
- Oct 15 Label submission portal opens
- Oct 20 Online workshops launch
- Oct 29 Deadline for completion of workshops
Early deadline for promo image submissions
- Nov 5 Deadline for Participant Shift Sign-up
- Nov 12 Deadline for label upload + promo image submissions
- Nov 15 Evite issued for distribution
- Nov 24 Structural set-up | 9am-4pm
Work intake | 12-4pm
- Nov 25 Work intake cont'd | 8am-11am
Install | 9am-10pm
- Nov 26 ECU community presale | 9-11am
- Nov 26-28 Student Art Sale | Fri 12-8pm, Sa/Su 12-5pm
- Nov 28 Unsold work pick-up/ strike | 6-8pm.
- Nov 29 Unsold work pick-up cont'd/Clean-up | 9am-4pm.
**Don't forget your student ID to claim unsold work!*

Questions? Contact sas@ecuad.ca | Register online at ecuad.ca/sas

Guidelines + Seller Responsibilities

Eligibility + Conditions

- Participants must be enrolled in a minimum of 6-degree credits at ECU and be in good financial standing with the university.
- Participants may only sell their own works. In the case of collaboration, each participant must be enrolled in a minimum of 6-degree credits at ECU, AND enrolled in the SAS.
- Participants falsely representing themselves by selling work that they have not made will have their work removed from the sale.
- Participants may not sell work that violates copyright or trademarks.
- All sales must go through the cashier station. Private sales are not permitted.
- Participants must complete the online workshop component through Moodle.
- Students taking part in the sale are required to complete one Participant Shift at the SAS. Failure to participate will result in 75% of sales forfeited to ECU.

Registration

- Students who wish to participate are required to register by midnight on October 11, 2021. Late registrations will not be accepted.
- Space is limited to 225 students. A waitlist will be established for those who sign up after the cap has been reached.

Release Form

- The ECU Release Form allows the university to promote your work through social media channels, such as the SAS + ECU Instagram, ads and the website. The form also covers event photography that may or may not include images of you and your work.

Packaging + Labeling

- Participants will be responsible for providing their own packaging and display materials (cardboard backing + sleeves for prints/photos, hanging mechanisms, etc.) and labeling works. We encourage you to consider attaching a business card or artist statement, or professional information to your work. There will be a limited number of bins for prints/photos, pegs for ceramics mugs, shelves, clothing racks, tables and plinths, etc. We'll cover more on packaging and display in the workshop. *Please see Labels on page 5.

Payment + Participant Fees

- Student Art Sale participants who sell work will be paid by Electronic Fund Transfer (EFT/Direct Deposit). If you have participated in the sale in past years or received a bursary, your information will be on record. If you've worked at the school as a monitor, you will need to register as this is a different payment system. Please complete the form found [here](#). Once complete, please email the form to ap@ecuad.ca
- The university will deduct 25% for total works sold to cover the administrative cost of the sale.

Social Media

- The official Instagram account for the Student Art Sale is [@emilycarr_sas](#). If you're on IG, be sure to follow us and tag your works for reposting!
- The established hashtags for the sale are: **#buymoreart**, **#studentartsale** and **#emilycarrsas**. Other hashtags used with the sale include: #emilycarru #shoplocal, #supportthearts, #holidayshopping and mediums like #illustration, #tableware, #industrialdesign, #jewelrydesign, etc.

Participant Shifts

Conditions

- All registered students must complete one four-hour shift.
- Shifts are first-come/first-serve. If you cannot make the shift you signed up for, contact sas@ecuad.ca.
- Shift sign-up opens on October 15 and closes November 12.
- Meet outside the Boardroom (D2315) five minutes prior to your shift.
- Mobile device use is not permitted during shifts.

Roles

Structural Set up

- This job may be for you if you're good with a hammer and a drill. You also know how to organize space: shelving, hooks, tables, plinths – and neatly wrap tables and plinths. There will be some moving of heavy objects, so be sure you're up for it! By the end of the day you will have created the framework for the SAS gallery space, and prepped it for the next day's install.

Work Intake

- This position will be responsible for collecting work from participants, ensuring labels have been affixed and depositing work within designated areas of the MOEC. If you have a keen eye and enjoy moving things from one place to another, this is the job for you!

Artwork Install

- This is a job for those who are comfortable hammering a nail (or fifty) into a wall, and not afraid to climb a ladder. You also have a great aesthetic, are adept at configuring wall space, and / or are able to creatively organize a table so that the work stands out. You will be building on the structural set-up team's work from the previous day, installing works in a specified exhibition space within the MOEC. You will have to work quickly, ensuring the space is aesthetically pleasing, while keeping in mind the flow of the space and foot traffic during the sale. *Note: We will have a few shifts that are specific for Ceramics Majors to ensure work is handled correctly.

Floor Sales + Customer Service

- Consider this job if you are a people person, and love to talk about art (yours and everyone else's). You will be assisting customers by answering questions about the art, assisting them with their art purchases, including help with hard to reach items, responding to general questions, and directing them to the cashier stations. You will note where work needs to be replenished as it is sold so that the space always looks full and presentable. At the end of your shift, you will tidy up the space, replenish and rearrange work, and cover and secure small items, making the space ready for the next day.

Roving Photographer

- Are you a 3rd, 4th year, or Master's Photo major looking for a cool shift? Did we hear you say that you are comfortable working with the public? Even better! We need you to be our roving 'photo booth' – hand-held portable props provided!

Wrapping Station

- If you are able to wrap a neat parcel, then you are the person we are looking for! All purchased art will need to be well packaged before it leaves the building. This indicates to Security that the artwork has been paid for and properly processed. You'll be responsible for ensuring that items have been paid for prior to wrapping – and handed to the correct customer!

Monitor

- You are keeper of the gate, directing people in and out of the space, and helping to ensure a smooth shopping experience for visitors to the sale. You will be available to answer their questions, be on the lookout for anyone who needs assistance, and we will be looking to one of you to run the customer to the 'HOLD' section should they have large items that they cannot carry while they shop.

Shift Supervisor

- You are comfortable being the 'go to' person and Team Lead, while overseeing the operations of the day. Because you will be the contact person for those working the floor, you will be up to speed on each job description on your shift. You will be in charge of signing shift positions in and out, and available to field inquiries from the general public, pitching in on the floor when necessary. You will direct emergencies or 'situations' to an Emily Carr U paid security guard. Previous retail store or management experience is preferred.

Security

- For this job, you will either be stationed at an exit, or cruising the room ensuring that no one tucks a painting under their coat. If you do happen to encounter a thief – or an emergency – you will consult with the Supervisor on duty, or an ECU Security Guard. The last security shift of the day will ensure that the work in the MOEC is safely secured for the night. The early morning shift will see to it that the work is not handled until the Student Art Sale opens.

Strike + Clean up

- You will be removing work from the walls and tables, and moving it to a secure space where it will be organized for pick up the following day. We will also be removing shelving, folding and stacking the tables, and moving items back to storage. (We have carts.)

Patch + Fill

- If you prefer to work on your own and are looking for a meditative type job, then sign up here! This shift requires that you not be comfortable with heights as you will be high up on a ladder removing nails, filling holes and lightly sanding the walls, preparing them for a fresh coat of paint that will be applied the following day (by Gallery staff).

Pick up Station

- You will be helping fellow students to locate their unsold work, checking it against their inventory sheets. Students working the Monday shift will also help gather and move unclaimed work out of the space (we hope there is none!) once the SAS pick up station has closed.

Workshops

Workshops have been designed to address the specifics of an in-person sale and will discuss strategies and best practices along with providing useful tips and links. All genres of work will be covered including: painting, printmaking, photography, ceramics, wearable art, sculpture, housewares, cards, jewelry and more.

Once your registration has been vetted and approved, you will be able to participate in the mandatory workshop component via Moodle. These include:

- Pricing Your Work
- Packaging + Labeling Your Work for Display

Workshops launch on October 20 and must be completed by October 29. Watch for an email with a link.

Labels

This year we are implementing Square and will be using barcode scanners to expedite the process for you, customers and Financial Services. You'll input your label information online, your inventory will be uploaded to Square, and we will print barcode labels for you to pick-up and adhere to your work. Please refer to the Maximum Quantities and Sizes info on the following page before inputting your label information.

***Important to note:** label size is 1" x 2 - 5/8. Please take this into consideration when packaging small items such as buttons or jewelry as you'll need to include a backing or tag that can accommodate the barcode label.

The label portal will open on October 15 at <https://www.ecuad.ca/sas> The deadline for label upload is Friday, November 12. Watch for an email with information on pick-up.

Promo Image Submissions

Help us promote your work and the sale! You can submit up to three images for promotion on our social media channels. The submission page is open now and will close November 12 (see Artwork Submission on the registration page). Please note: this is optional and not required

****If you'd like to have your work considered for inclusion in university promotional materials for the sale, please submit by **October 29**.***

Maximum Quantities + Sizes

Please refer to the guidelines below when determining works to place in the Student Art Sale.

Please ensure that:

- Works submitted reflects your studio practice
- Thoughtful consideration is given to the production of works
- Works are suitable for a public sale at the university

DESCRIPTION	MAX SIZE	MAX # WORKS
CATEGORY A - Originals		
2D Originals (Drawing, Illustration, Painting, Collage)	Up to 48" x 60"	3
	Up to 36" x 36"	6
	Up to 24" x 36"	10
	Up to 16" x 16"	16
Furniture	Over 24" x 24"	6
	Under 24" x 24"	10
Sculpture/Design	Up to 24" x 36"	6
	Up to 18" x 24"	14
	Under 18"	20
CATEGORY B - Editions		
2D Editions (Prints / Photos)	Up to 48" x 60"	3
	Up to 36" x 36"	6
	Up to 24" x 36"	18
	Up to 16" x 16"	32
3D Editions (Ceramics/Design)	Up to 24" x 36"	6
	Up to 18" x 24"	14
	Under 18"	20
	Dinnerware/ molded	36
CATEGORY C - Smallwares		
Cards/Magnets/Buttons, etc. <i>singles</i>		40
Cards/Magnets/Buttons, etc. <i>sets</i>		40
T-Shirts / Clothing / Knitwear		40
Jewelry		40
Accessories		40
Books / Zines		40

*Sellers may submit **up to** forty (40) pieces in each of the three (3) categories (A+B+C) for a maximum of 80 pieces in total. Please note: this is **not** a requirement, you can sell smaller quantities. This is simply a cap on how many items you may sell in each category and in total.