



## **2023 SAS HANDBOOK**

**EMILY CARR UNIVERSITY OF ART + DESIGN**  
**November 23 – 25, 2023**

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## Key Dates

- Sept 29 Registration opens
- Oct 3 Info Session – Live/Zoom
- Oct 13 Registration closes
- Oct 19 Label submission portal opens
- Oct 20 Moodle workshops launch
- Oct 27 Participant shift sign up
- Nov 6 Deadline for Moodle workshop completion  
Participant Shift sign up  
Early deadline for promo image submission (voluntary)
- Nov 10 Deadline for label upload + promo image submission  
Evite issued for distribution (invite your friends!)
- Nov 17 Label Pick-Up | MOEC Zone 3 | 11:30am-4pm  
Deadline for participant shift sign up
- Nov 20 Label Pick-Up | MOEC Zone 3 | 11:30am-4pm
- Nov 21 Structural set-up | 9am-4pm  
Work drop-off | 12-4pm
- Nov 22 Work drop-off cont'd | 8am-12pm  
Install | 10am-10pm
- Nov 23 ECU community presale | 2-4pm
- Nov 23-25 Student Art Sale | Th 5-9pm Fri 12-8pm, Sa 12-6pm  
Strike begins | 5 – 8pm
- Nov 26 Strike continues/patch + repair | 10am - 4pm  
Unsold work pick-up | 1 - 6pm
- Nov 27 Unsold work pick-up cont'd/Clean-up | 8:30am-2pm  
*\*Don't forget your student ID to claim unsold work!*

**Questions?** Contact [sas@ecuad.ca](mailto:sas@ecuad.ca) | Register online at [ecuad.ca/sasreg](http://ecuad.ca/sasreg)

## 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 13, 2023. Late registrations will not be accepted. You will receive an email confirmation when your registration has been submitted.
- Space is limited to 225 students. A waitlist will be established for those who sign up after the cap has been reached. We will contact you if you are waitlisted.

### Release Form

- The ECU Release Form allows the university to promote your work through social media channels, such as the SAS + ECU Instagram accounts, ads and the website. The form also covers event photography that may or may not include images of you and your work. Forms must be completed before you register.
- If you are under 19, your parent or legal guardian will need to complete the Release Form on your behalf.

### Merchandise Packaging, Labeling and Display

- Participants will be responsible for providing their own packaging and display materials (cardboard backing + sleeves for prints/photos, hanging mechanisms, small bags for stickers, jewelry hangers, bowls, etc.) and adhering the labels provided to works. **Please note that we cannot accept 2D works that do not have a rigid backing.** Unbacked work gets damaged and impacts the buyers ability to see and access yours and other's work.
- We strongly encourage you to consider attaching a business card, or QR code, artist statement, or professional information to your work such as a website or IG handle. If your IG is set to private, please do not include it.
- There will be a limited number of bins for prints/photos, pegs for ceramic mugs, shelves, clothing racks, tables and plinths, etc. and you are welcome to contribute your own display items (clearly label them on the bottom for return).

- When packaging small, grouped items, such as a postcard and sticker sets, or earrings and necklace sets, ensure that they are firmly secured to identify them as such. Do not use tape or paperclips to do so as these often become separated. Consider a plastic sleeve or attaching with cord, clips etc.
- The university supplies tissue, wrapping paper, bags, etc. at the check-out.
- We'll cover more on packaging and display in the Moodle workshop.

### Work Drop-off

- Work must be dropped off in the Boardroom (Room D2315, Level 2) on one of the following dates:
  - **November 21 from 12 - 4pm OR November 22, from 8am-12pm.** Work cannot be accepted after this time to allow the Chief Installer time to curate the sales floor.

### Payment + Participant Fees

- **IMPORTANT!** 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](mailto:ap@ecuad.ca).
- The university will deduct 25% of total works sold to offset administrative costs 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**, **#EmilyCarrSas**, and **#StudentArtSale**. Other hashtags used with the sale include: #EmilyCarrU, EmilyCarrUInsta #ShopLocal, #SupportTheArts, #HolidayShopping and mediums like #Illustration, #Tableware, #IndustrialDesign, #JewelryDesign, #OilPainting, etc.

### Participant Shifts

Participant shifts are an integral and necessary commitment for participation in the SAS. All registered students must complete one shift (shifts vary between 3-4 hours).

- Shift selection is on a first-come/first-serve basis. If you cannot make the shift you signed up for, contact [sas@ecuad.ca](mailto:sas@ecuad.ca).
- Shift sign-up (via Yocale) will open on October XX and close November XX and can be found at <https://www.ecuad.ca/sasreg>
- Mobile device use is not permitted during shifts.
- Plan to meet outside the Boardroom (D2315, Level 2) five minutes prior to your shift start.

## 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 (like tables, plinths or shelving), 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 – checking against inventory sheets, ensuring labels have been affixed, and depositing work within designated areas of the MOEC and storage room. If you are a clear communicator, enjoy talking to your fellow students, have a keen eye and a passion to organize, 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 as directed by the Chief Installer. 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 properly.

### 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 engaging with customers by answering questions about the art, assisting them with their art purchases, including help with hard to reach items (climbing ladders), 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, and love chatting with people, then you're 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 the 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 have an engaging personality and will be available to answer questions and be on the lookout for anyone who needs assistance.

### **Hold Area Monitor**

- You'll run the Hold Area much like a coat-check with a two-part ticket. Customers will drop off large or bulky items that they cannot carry while they continue to shop. One part of the ticket will be affixed to the work and the second part of the ticket will go with the customer. Hold time is limited to 90 minutes and you'll notify a floor monitor when items need to be returned to the sales floor once time has expired.

### **Security**

- For this job, you will be stationed at an exit keeping an eye on things. If you happen to encounter a potential theft or an emergency – you will consult with ECU staff ( Sam Burnet, Roxanne Toronto or Charlene Sayo) 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 people do not enter the space and that work is not handled until the Student Art Sale opens. We will have stanchions but it's quite common for people to want a sneak peek before we launch.

### **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. This will entail climbing ladders, removing screws and nails, and shelving, as well as folding and stacking tables, and moving items back to storage (carts will be available). If you like to move it, move it, this is the job for you!

### **Patch + Fill**

- If you prefer to work on your own and are looking for a zen-type job, then sign up here! This shift requires you to be comfortable with heights as you will be up on a ladders filling holes and lightly sanding the walls in preparation for a fresh coat of paint that will be applied the following day (by Gallery staff). Plug your earbuds in and go to town.

### **Pick up Station**

- You will be helping fellow students to locate their unsold work, checking ID's and checking it against 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

Online 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 and Packaging + Labeling Your Work for Display.

- Workshops launch on **October 20** and must be completed by **November 6**.

**Watch for an email with a link to the Moodle site.**

## Labels

The university uses Square POS. Square utilizes barcode scanning to expedite the process for you, customers, and Financial Services. You'll input your label information online (see Labels at <https://www.ecuad.ca/sasreg>), 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.

- Please do not include sizes on the label as this will not work with the SKU set-up due to space constraints.
- **\*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 19** and will close **November 10**.

**Watch for an email with information on label 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 (see Artwork Submission at <https://www.ecuad.ca/sasreg>). Please note: this is optional and not a requirement.

- The deadline to submit your promo image is **November 6**.



## 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
<b>CATEGORY A - Originals</b>		
2D Originals (Drawing, Illustration, Painting, Collage)	Up to 48" x 60"	5
	Up to 36" x 36"	15
	Up to 24" x 36"	15
	Up to 16" x 16"	15
Furniture	Over 24" x 24"	5
	Under 24" x 24"	5
Sculpture/Design	Up to 24" x 36"	5
	Up to 18" x 24"	15
	Under 18"	20
Ceramics - Originals		40
<b>CATEGORY B - Editions</b>		
2D Editions (Prints / Photos)	Up to 48" x 60"	5
	Up to 36" x 36"	10
	Up to 24" x 36"	15
	Up to 16" x 16"	15
3D Editions - Ceramics - Multiples		40
<b>CATEGORY C - Smallwares</b>		
Magnets/Buttons/Stickers   <i>singles</i>		40
Magnets/Buttons/Stickers   <i>sets</i>		40
Greeting cards/postcards   <i>singles</i>		40
Greeting cards/postcards   <i>sets</i>		40
T-Shirts / Clothing / Knitwear		40
Jewelry		40
Accessories		40
Books / Zines		20

\*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.

## **Frequently Asked Questions aka FAQ**

The [FAQ](#) is a Google Doc and will be updated periodically as questions arise. Please read!