



HANDBOOK

EMILY CARR UNIVERSITY OF ART + DESIGN
November 21 – 23, 2024

Contents

- Key Dates
- Guidelines + Sellers Responsibilities
- Participant Shifts
- Workshops
- Labels
- Promo Image Submissions
- Maximum Quantities + Sizes of Work
- FAQ

Key Dates

Sept 23	Registration opens 9am
Sept 26	Info Session – In Person IMS 3:30pm – 4:30pm
Oct 7	Registration closes at midnight
Oct 15	Label submission portal opens
Oct 21	Participant shift sign-up opens in Vome
Oct 23	Pricing Workshop – In Person IMS 11:30am – 1pm
Nov 4	Evite issued for distribution (invite your friends + family!) Deadline for label submissions
Nov 6	Packaging Workshop – In Person IMS 11:30am – 1pm
Nov 13	Label Pick-Up MOEC Zone 3 11:30am – 4pm Deadline for participant shift sign-up
Nov 14	Label Pick-Up MOEC Zone 3 11:30am – 4pm
Nov 18-19	Structural set-up MOEC 9am - 4pm
Nov 19	Work drop-off ECU Boardroom (D2315) 10am – 4pm
Nov 20	Work drop-off cont'd ECU Boardroom (D2315) 8am – 12pm Install 10am – 8pm Deadline for promo image submission
Nov 21	ECU Community Pre-sale 2pm – 4pm
Nov 21-23	Student Art Sale Th 5 – 9:00pm Fri 12 – 8pm Sat 12 – 6pm
Nov 23	Strike begins 5 – 8pm
Nov 24	Strike continues / Patch + Repair 10am – 4pm Unsold work pick-up ECU Boardroom (D2315) 1 – 6pm
Nov 25	Unsold work pick-up cont'd + Clean-up Boardroom (D2315) 8:30am – 2pm

**Don't forget your student ID to claim unsold work!*

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

Guidelines + Seller Responsibilities

Eligibility + Conditions

- Participants must be enrolled in a minimum of 6-degree credits at ECU during the Fall term 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 registered 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 are highly recommended to attend the in-person workshops on pricing and packaging.
- All students who take part in the sale are required to complete a Participant Shift. Shifts are 3-4 hours in duration and there are various roles to choose from. Shifts are a necessary part of the sale; without them the sale would not exist. Failure to honour this mandatory commitment will result in a 75% commission fee.

Registration

- Students who wish to participate are required to register by **midnight on October 7, 2024**. Late registrations will not be accepted. You will receive an email confirmation when your registration has been submitted.
- Space is limited to 250 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. If you do not wish to be photographed during the event, please advise the photographer. 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 (e.g. cardboard backing + sleeves for prints/photos, hanging mechanisms, small bags for stickers, jewelry hangers, bowls, etc.) and adhering the labels provided to their works.
- The university supplies tissue, wrapping paper, bags, etc. at the check-out.
- **Please note that we cannot accept 2D works that do not have a rigid backing.** Unbacked works risk potential damage and may impact the buyer's ability to see and access yours and others' work.

- We strongly encourage you to consider attaching a business card, artist statement, or professional information to your work such as a website or IG handle. This can be in the form of a QR code. If your IG is set to private, please do not include it, or consider making it public.
- There will be a limited number of bins for prints/photos, pegs for ceramic mugs, shelves, clothing racks/hangers, tables, plinths, etc. You are encouraged to contribute your own display items. Please ensure that they are clearly labeled with your contact information for return.
- When packaging small, grouped items, such as cards, 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.
- We'll cover more on packaging and display in the workshops. Please refer to the Key Dates section for information on when these workshops take place.

Work Drop-off

- Work must be dropped off in the Boardroom (Room D2315, Level 2) on one of the following dates:
 - **November 19 from 10am - 4pm**
 - **November 20, from 8am-12pm**
- The Chief Installer requires sufficient time to curate the sales floor and we cannot accept work past this deadline.

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 \(Refer to Direct Deposit for Staff and Students\)](#). Once complete, please email the form to ap@ecuad.ca.
- The university deducts 25% of total works sold to offset administrative costs of the sale. These costs include staffing, infrastructure and materials related to the event. This does not represent a profit for the university.

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

Participant Shifts

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

- Shift sign-up (via Vome) will open on **October 21** and close **November 13**. Participants can access Vome and register for their shifts <https://www.ecuad.ca/sasreg> (Refer to Step 4 Participant Shift).
- Shift selection is on a first-come basis. You are able to change your shift via Vome, up to November 18. If an emergency or medical issue arises and you cannot make your shift, please contact sas@ecuad.ca immediately.
- Mobile device use is not permitted during shifts.
- Plan to meet outside the Boardroom (D2315, Level 2) five minutes prior to your shift start for check-in and overview.

Roles

Label Distribution

- You'll be responsible for distributing labels and marking down pick-ups, as well as any last-minute quantity changes. This is integral as we will need to manually adjust inventory in Square pre-sale.

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 can 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 specific to **Ceramics Majors** to ensure work is handled appropriately.

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 works, assisting them with their 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, making the space ready for the next day.

Roving Photographer

- Are you a dynamic 3rd, or 4th year, or MFA Photo major looking to put your skills to use? Are you comfortable engaging with the public? Even better! You'll be on the sales floor documenting the sale activities, along with candid and posed shots of our happy shoppers. A quick turnaround time is required.

Social Media Assistant

- Do you love creating engaging content? Are you a wordsmith with a razor-sharp wit? Does the word influencer describe you? We're seeking a social media maven who can work with us pre-event, providing captioned and tagged behind-the-scene set-up and install photos, along with photos of individual works, AND, short video reels. We'll also have a shift or two during the sale. This will require a quick turnaround time to help us promote the sale and provide customers with a sneak peek.

Wrapping Station

- If you can wrap a neat parcel and enjoy 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 Ashley Cheah) or ECU Security. The last shift of the day will ensure that the work in the MOEC is safely secured for the night. The early morning shift will ensure that no one enters the space, and that work is not handled until the sales floor opens. We will have stanchions in place but it's quite common for people to want a sneak peek before we launch/open – politely but firmly decline.

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 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 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 work against inventory sheets. Students working the Monday shift will also help gather and move unclaimed work out of the space (we hope there are none!) once the SAS pick-up station has closed.

Workshops

In Person

- **Pricing Workshop:** Wednesday, October 23, 11:30am – 1:00pm, IMS, with Kai Liu
- **Packaging Workshop:** Wednesday, November 6, 11:30am – 1:00pm, IMS

We have created two videos that we strongly encourage you to watch if you are a first-time participant. Links will be shared via email.

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 Step 5 Artwork Labels at <https://www.ecuad.ca/sasreg>). From there, 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 be **accurate when submitting your information**; consider making a list in advance.

- Sizing is not reflected on your label due to space constraints. We request this information so that we can provide a rough estimate of item sizes for the Chief Installer.
- ***Important:** 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 card or tag that can accommodate the barcode label.
- The label portal will open on **October 15** and close on **November 4**. This deadline is very important as we need time to review submissions, clean up any errors or typos, and ensure that we are ready to print for pick-up on November 13 + 14, between 11:30am – 4pm.

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 (refer to Step 6 Promo Image at <https://www.ecuad.ca/sasreg>). Please size your work accordingly for IG.

Please note: this is optional and not a requirement.

- The early deadline to submit your promo image for Comms + Marketing is **November 1**.
- We will continue to accept submissions up to **November 20**.

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
- Works do not infringe on [copyright](#) or [trademarks](#)

DESCRIPTION	MAX SIZE	MAX # WORKS
CATEGORY A - Originals		
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
	Under 16"	20
Furniture	Over 24" x 24"	5
	Under 24" x 24"	5
Ceramics - Originals		40
Sculpture/Design	Up to 24" x 36"	5
	Up to 18" x 24"	15
	Under 18"	20
CATEGORY B - Editions		
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
	Under 16"	20
3D Editions - Ceramics - Multiples		40
CATEGORY C - Smallwares		
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 (FAQ)

The [FAQ](#) is a evergreen Google Doc that is updated periodically as questions arise. Please have a read! And, if your question has not been answered, shoot us an email at sas@ecuatd.ca.