CriticalMass

CRITICAL MASS 2024: ONLINE ENTRY GUIDELINES

*Please Note: Photolucida **will not** accept submissions of AI-generated imagery in our 2024 Critical Mass call for entries. Our goal is to continue exploring issues at the intersection of AI, creativity, and photo-based work through ongoing conversation with curators, gallerists, collectors, thought leaders, and, of course, you - our community of passionate photographers.

Registration for Critical Mass 2024 will be open from May 31 - July 1 (noon, Eastern Time). Please log in at any time during that window to complete the following steps:

o   Please enter only **one** body of work.
o   Participants are asked to submit work not previously submitted to Critical Mass, but up to two previously submitted images are acceptable.
o   You must submit at least seven images.

Registration:

1.   **Create a Username and Password**
o   You will use this information to access and edit your submission until the deadline, so please make a note of your username and password.
o   If you registered anytime between 2019 and 2023 or have an existing username/password, log in first and then sign up.
o   If you've lost your password, then reset your password here.
o   If you can't login with your credentials, try using an **Incognito window: Windows, Linux, or Chrome OS: Press Ctrl + Shift + n and Mac: Press ⌘ + Shift + n.**

2.   **Enter your Personal Information**
o   Enter your contact information as you want it to appear online and to the jurors—it can differ from your billing information. Your first and last name, email address, geographic location, and website are required.
o   If you don't have a website, enter "No Website".
o   Please take a minute to answer our demographic questions, as it helps us understand who we are reaching and who we need to try harder to reach.
o   The Collaborator and Agency fields are optional; please leave them **blank unless applicable to your entry.**

3.   **Artist Statement (250 words max)**
o   This should address the specific body of work under consideration, not your general philosophy of artmaking.

*Note: For tips on writing your artist statement, please watch our *In Focus* video or read our blog post *How to Write an Artist Statement for Critical Mass* with Peter M. Krask.

4.   **Print and Pricing Information**

- Include title, date, dimensions, media type, edition information (if available), and price.
- This can be conveyed as a list for each image (when the information is different for each print) OR as an overall statement for all works (when the information is the same for all prints).

*Note: Try not to leave the pricing and/or edition information blank. While gallerists do not necessarily expect an artist coming to them to know what the price of their prints should be, they should have an idea. Also, artists should be clear about what they want the size of their editions to be and, most of all, at what print size they feel their work looks best. Here is a helpful article about pricing fine art photography.

5. **Upload Your Images**
- File naming: LastName_FirstName_1.jpeg.
- Images cannot exceed 2MB in size and must be in jpeg/jpg format.
- Size accordingly: Horizontal images 1,000 pixels on the long side, vertical images 750 pixels on the long side.
- Limit 10 images, you do not have to upload all your images at once - more can be added after you register, and you log back in.

*Note: Although it sounds like the files are very low resolution, we can assure you they appear fine on the jurors' screens. We've been sizing images this way for years!

6. **Enter Image Titles (Optional)**
- Text entered in the title box will appear in your submissions exactly as you have entered it.

*Note: Image titles are different from file names! Do not title your images with the file spec requirements above.

7. **Payment Information**
- Enter your credit card and billing information and hit "Submit" to complete your registration. We use Stripe for secure payment processing.
- You will receive a confirmation email from us when your registration has gone through.
- The email will include a link to your Dashboard. Click the link to login and review or edit your submission at any time until the final deadline.
- If you lost your registration email or it did not come through, you can go to the website and under the Critical Mass drop down menu select "Login".

8. **Check your Uploaded Images**
- Once your images have uploaded, you can click on the thumbnails on your Dashboard for full-size previews.
- Verify that everything is as you want it – *what you see is what the jurors see*.

*Note: You can change images or text information up until the last day of registration. Make sure you have the right image, with the right title, in the right sequence. Change your work as much as you like, but all changes must be made by **12pm (noon) Eastern Time on Monday, July 1, 2024**.

There is no "submit" button. Your entry will be automatically submitted on the deadline date – exactly as you have it prepared.