SALON GENERAL INFORMATION

The Baltimore 2011 Salon will be on display at the Tremont Grand Hotel.

The Salon Opening Breakfast will be held on the fifth floor of the Tremont Grand Hotel, from 8:00 a.m. to 9:30 a.m. on Thursday, July 21. This is a unique opportunity to view the newest in medical art and to mingle with members.

Salon Hours:
Thursday, July 21 & Friday, July 22, 8:00 a.m. to 7:00 p.m.
Saturday, July 23, 8:00 a.m. - 10:00 a.m.

Salon Dismantling: Saturday, July 23, 10:00 a.m. -12:00 p.m.

NEW THIS YEAR
Salon display labels will be generated automatically from the data you input on your entry form, and will be emailed to you. For traditional entries you must print and mount these labels and include them with your entry when you ship it to Baltimore. For animation and interactive entries, although you will upload your entries electronically, you are still required to print, mount and mail the labels to Baltimore.

ENTERING ARTWORK IN THE SALON

Eligibility Requirements

The Salon is open to all Professional, Associate and Student members of the AMI. Members are limited to two entries per person. Companies and institutions are also allowed to submit entries under the company name and there is no limit to the number of entries. A professional member of the AMI, who is employed by the company/institution, must act as representative and submit the entry. Awards for this type of entry will be given in the company name, not in an individual’s name. Salon Judges may enter artwork in any category with the exception of the categories that they are judging.

Artwork must be an original creation of the AMI member or company submitting the entry form. Work created by multiple illustrators (such as books or animations) should have each AMI Member artist credited on the Salon Entry Form. Contributors who are not AMI Member artists may be credited but may not be considered the primary entrant and are not eligible for award. In the categories of Animation and Interactive, which are often collaborative efforts, professional AMI members who have acted in a producer capacity may enter on behalf of their production company or they may enter as a single illustrator, whichever is more appropriate.

Special considerations regarding content of entries
To be considered eligible for an award in the Professional and Student sections of the AMI Salon, artwork and media must express content requiring the specialized knowledge, visual problem-solving abilities, and skills particular to the medical illustrator. Such artwork must therefore be medical, surgical, anatomical, pathological, health-related, or life sciences in nature. Student entries must be curriculum-related, i.e., work completed in fulfillment of academic assignments/requirements and evaluated by faculty.

Books entries submitted in the Medical Books categories that do not include medical illustrations shall not be considered for awards.

Fine Art entries are limited in size, but not in media, scope or content.

For further information, see the **Judging and Awards** section.

### Deadlines

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<tr>
<th>Date</th>
<th>Event description</th>
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<tr>
<td><strong>Friday, June 10</strong></td>
<td>Salon Entry forms due</td>
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| **Friday, June 17**   | • Deadline to upload the electronic supporting files for ALL categories to [www.ami.org/salon](http://www.ami.org/salon)  
                        • Deadline to upload Animation and Interactive Media entries to [www.ami.org/salon](http://www.ami.org/salon) |
| **Monday July 11 – Friday July 15** | Delivery window for artwork and display labels to arrive in Baltimore at address below |

Attn: Lauren Flaig  
Tremont Grand  
225 North Charles Street  
Baltimore, MD 21201  
410.685.7777  
*No Saturday deliveries will be accepted.*

Note: There will not be sufficient time to contact people about missing or incorrect information on their forms, nor for replacement prints should art arrive damaged. Because of the short window of time for sending in entries to Baltimore and for hanging the Salon, all deadlines, rules and regulations will be strictly enforced.

### Online Salon Submission

Visit [www.ami.org/salon](http://www.ami.org/salon) to register for the Salon. **You must complete one entry form for each member level.** For example, professional members who also want to enter under the corporate level must fill out two forms. Whichever member level you select is the one your entries will be entered under. Make sure you review your entry form carefully as your salon display labels will be automatically produced from information you input into the form. The labels will be sent to you in an email.

### Fees

**Professional Members:** $50 U.S. per entry (limit 2/member)  
**Associate Members:** $50 U.S. per entry (limit 2/member)  
**Student Members:** $45 U.S. per entry (limit 2/member)  
**Corporation or Institution:** $100 U.S. per entry (no limit per entrant)

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.
Registration fees plus completed Salon Entry Forms must be submitted by Friday, June 10, 2011.

**Confirmation**

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

**SALON CATEGORIES**

**Professional Categories**

A. **Instructional Color** – medical illustrations, didactic in nature, illustrating surgical, anatomical, pathological, health-related or scientific structures, functions, and/or processes.

B. **Instructional Continuous Tone** - continuous tone medical illustrations as above. (There should be no color in the piece)

C. **Instructional Line** - black and white line medical illustrations as above. (There should be no color or tone in the piece)

D. **Editorial** - medical illustrations that sum up the content of a publication or article by calling attention to the subject matter of same. All journal cover artwork should be entered into this category, regardless of content.

E. **Advertising** - medical illustrations intended to aid directly or indirectly in the sale of a commodity.

F. **Marketing/Promotional** - medical illustrations, didactic or otherwise, created to attract attention to or show support for a product, business or service.

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

H. **Animation** - animations with medical or scientific content.
   - H-1 Advertising, Marketing, Promotional
   - H-2 Instructional
   - H-3 Medical Legal
   - H-4 Simulation, Visualization
   - H-5 Broadcast, Film

I. **Interactive Media** - web site or stand alone (e.g. CD-ROM, kiosk) interactive media entries.
   - I-1 Instructional
   - I-2 Catalog, E-Commerce
   - I-3 Health Promotion, General Interest
   - I-4 Haptic, Virtual Reality
   - I-5 Entertainment, Recreational

J. **Three-Dimensional Models** - simulators, prostheses or other 3-D forms of a medical nature. Maximum acceptable size is 4 ft. x 4 ft. x 4 ft.

K. **Fine Art** - original art of non-medical, non-didactic subjects in any medium. Sculpture is restricted in size to 4 ft. x 4 ft. x 4 ft. Two-dimensional works must not exceed 30" x 40" (including frame). Note: Fine art is not evaluated by judges, but awarded by popular vote of professional members in attendance at the annual meeting.

L. **Illustrated Medical Book** - illustrated books of a scientific or medical nature. Note: Books entries submitted in the Medical Books categories that do not include medical illustrations shall not be considered for awards. Books are judged on the quality and usage of their medical illustrations, and not on their graphic design.
   - L-1 Atlas
   - L-2 Reference, Clinical text
   - L-3 Nursing, Allied Health Professional text
   - L-4 College, High School, Elementary Science text
   - L-5 Children’s text

**Student Categories**

Student entries must be curriculum-related, i.e., work completed in fulfillment of academic assignments/requirements and evaluated by faculty. To eliminate confusion regarding Salon artwork by
recent graduates, the following policy has been established. Students are eligible to enter curriculum-related artwork in the Salon in a year that is the same as their year of academic graduation or students must be currently enrolled in a medical illustration program. Students cannot enter artwork in a professional category in the same year that they enter in a student category.

M. Instructional Tone
N. Instructional Line
O. Instructional Color
P. Editorial
Q. Advertising
R. Interactive
S. Animation

ARTWORK PREPARATION FOR TRADITIONAL CATEGORIES

General Guidelines
- All artwork for the Salon MUST BE submitted as a digital print, except for the Fine Art category.
- All artwork MUST BE SMALLER THAN 20” x 24” (for Fine Art, smaller than 30x40”), including mat, because of the limited mount board size for the Salon. Illustrations too large, too cumbersome or too heavy to be safely hung will be excluded from the Salon.
- Framed artwork will not be accepted in any category with the exception of Fine Art. The AMI will not assume responsibility for any damage to framed fine art entries.
- Multiple views may be mounted or matted together as a single entry.
- Each entry must be matted or mounted with FIRM BACKING (for example, foam core) with the front mat firmly adhered to the backing on ALL four sides of the image. An acetate covering between the mat and the artwork is not required but is highly recommended. 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. DO NOT USE SHRINK WRAP. Any artwork damaged in transit will be excluded from the Salon.
- Attach six 3-inch Velcro hooks - three on the top and three on the bottom edges of the backside of each piece as shown below. Use the rough (hooked) side of the Velcro, not the fuzzy side.

Supporting Items
In order to be considered complete, each entry must be accompanied by

- **Salon display label** - these will be placed next to your piece(s) for people to read and for judges to review.
- **Artwork identification label**, firmly adhered to back side of art. For book categories, adhere to the inside cover with low-tack tape.
- **Electronic files** - Upload your electronic files (i.e., Salon display label pdf, jogs for awards presentation, web gallery, web thumbnail) to the **Salon Dropbox account** when you fill out your online entry form. **Do not mail digital files on CD.**
- **Salon Permission Form** – one must be filled out for each entry. Complete this online when registering for the Salon.

**Note:** Salon registrants will not receive an artwork preparation kit with their registration confirmation. All required supporting documentation must be downloaded from this website.

Salon Display Labels
Salon registrants will receive a display label upon completion of registration. It will be sent along with the confirmation email as a PDF. Entrants should print the pdf onto HEAVY PAPER (card stock). Trim label to heavy black line and permanently mount on sturdy board with strips of Velcro, at top and bottom on back side. This will be the actual label that is displayed with your artwork. Your completed Display Label should be enclosed in an envelope and taped to the back of your artwork with low-tack drafting tape (see Placement Diagram below), so that it can be easily removed by the Salon Hanging Committee.

For Book entries the Artwork I.D. label and the envelope containing the Display Label should be taped to the inside front cover of the book with low-tack tape.
Salon Display Label Glossary of Terms:

- **Company/Institution**: The name of the institution or firm by which you are employed (NOT the client for whom the work was prepared) or in the case of self-employment, your own company name.

- **Medium/Software**: Art media or instruments used in rendering the image (for example, watercolor, gouache, acrylic, airbrush, ink, flexible or technical pen on paper, illustration board, film, etc.) If the image was rendered on the computer, the software used should be specified (Photoshop CS4, Illustrator 10, etc.). If the artwork combines both traditional and computer media, then 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 utilized 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 to be communicated (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?

**Significance of the Intended Purpose statement on the Salon display label**: Members submitting entries to the annual AMI salon should be aware that the Intended Purpose section on the Salon display label that accompanies each piece of submitted work is very important. While Salon judges are reviewing entries they are required to evaluate them objectively against a specific set of criteria to determine whether or not the entry has achieved the communication and technical goals stated by its author. To facilitate the effective evaluation of entries, entrants should submit carefully constructed and well-formed Intended Purpose statements.
A well-written Intended Purpose statement should contain the following three parts:
1) A concise but detailed description of the specific message or idea being communicated.
2) A declaration of the work's intended audience.
3) A brief explanation of the nature of the communication and technical problems/issues solved.

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

Artwork Identification Label
An Artwork Identification Label must be completed and affixed to the back of your entry to identify it throughout the Salon judging and hanging process.

Click here to download a PDF version of the Artwork Identification Label.
This form is interactive but must be printed out after you complete it. Acrobat (full version, not reader) is needed in order to SAVE a digital copy of your completed form for your personal files.

Digital Files
Entries MUST be accompanied by the appropriate digital files of the artwork. The files will be used for the various reasons listed below as well as for archival purposes. It is understood that the artwork is the sole possession of the artist. No reproduction or use of the files provided will be made without prior written approval of the artist. Salon registrants will receive an email with instructions for uploading files to a Dropbox account.

The following four (4) digital files need to be uploaded to the Salon Dropbox account for traditional categories. Note: For the Illustrated Medical Book category, a JPEG of either the book cover or representative artwork must be uploaded.
All files should meet the following requirements:

File for PowerPoint Awards Presentation:
Size: (Maximum dimensions) 7.5 in. high x 10 in. wide
Resolution: 150 dpi, RGB
File name: last name_first and middle initial_year and category_entry number if more than one piece entered in same category.jpg
ARTWORK PREPARATION FOR NEW MEDIA CATEGORIES

General Guidelines

Animation

Animations will be compiled and placed in an interactive “coverflow” presentation.

Read the following instructions carefully. Questions may be directed to John Dorn at 515.268.7232, or john.o.dorn@gmail.com Entries must be submitted as QuickTime movies (if possible with h264 codec) MPEG-1, or MPEG-4 movies via the online Salon registration site, www.ami.org/salon, by Friday, June 17, 2011. Artists are required to limit their entries to a short, representative segment of no longer than 3 minutes.

The entrant 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 send trailer as a QuickTime (if possible with h264 codec), MPEG-1, or MPEG-4.

Interactive Media

Web site entries: Web sites should be submitted as a single zipped file via the Salon registration site, www.ami.org/salon, by Friday, June 17, 2011. Include in the zipped file all associated files and plug-ins necessary to run the site. INCLUDE INSTRUCTIONS so that it is clear which file launches the web site. Include either a click script or a site map that clearly explains the desired path of navigation through the site. Entries will be displayed on the most recent version of Firefox or Internet Explorer. Test all files before submitting them.

Multimedia entries: Submit entries as a stand-alone application, such as a .swf or an .exe (preferably both). Entrants are required to submit entries that are PC-compatible. INCLUDE INSTRUCTIONS so that it is clear which file launches the program. Make sure to include all associated files and plug-ins needed to run the program. Test all files before submitting them. If your entry contains multiple files, compile them in a single folder and submit a single zipped file via the Salon Dropbox account by Friday, June 17, 2011. iPad applications will be accepted in the 2011 salon. Individuals planning on submitting an iPad application should contact John Dorn (john.o.dorn@gmail.com) or Russell Adams (russ@iso-form.com) by June 1st for specific information on how to submit an application.
Supporting Items
In order to be considered complete, you must submit the items below. A detailed description of each follows.

- **Salon display labels** - this is what will be placed next to your piece(s) for people to read and for judges to review.
- **Electronic files**: Upload your electronic files (i.e., Salon display label pdf, jpegs for awards presentation, web gallery, web thumbnail) to the [Salon Dropbox account](#). You will receive an email with instructions for how to do this after you register for the Salon. Do not mail digital files on CD.
- **Salon Permission Form** – one must be filled out for each entry. Complete this online when registering for the Salon.

**Note:** Salon registrants will not receive an artwork preparation kit with their registration confirmation. All required supporting documentation must be downloaded from this website.

Salon Display Labels
Display labels will be automatically produced and emailed to Salon entrants upon completing registration. Entrants should print the pdf onto HEAVY PAPER (card stock). Trim label to heavy black line and permanently mount on sturdy board with strips of Velcro, at top and bottom on back side. **This will be the actual label that is displayed with your artwork.** Your completed Display Label should be snail-mailed to the Tremont Grand Hotel at:

Attn: Lauren Flaig
Tremont Grand
225 North Charles Street
Baltimore, MD 21201
410.685.7777

*No Saturday deliveries will be accepted.*
Salon Display Label Glossary of Terms:

- **Company/Institution:** The name of the institution or firm by which you are employed (NOT the client for whom the work was prepared) or in the case of self-employment, your own company name.
- **Software:** All programs/software used to create the piece should be specified (Photoshop CS4, Illustrator 10, Flash, 3D Studio Max, etc.)
- **Final Presentation Format:** The form in which the artwork is to be presented to or utilized by its audience (for example, animation for television, courtroom recreation, website, learning module, etc.)
- **Primary Audience:** Those to whom the content of the visual image is intended to be communicated (for example, 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?

**Significance of the Intended Purpose statement on the Salon display label:** Members submitting entries to the annual AMI salon should be aware that the Intended Purpose section on the Salon display label that accompanies each piece of submitted work is very important. While Salon judges are reviewing entries they are required to evaluate them objectively against a specific set of criteria to determine whether or not the entry has achieved the communication and technical goals stated by its author. To facilitate the effective evaluation of entries, entrants should submit carefully constructed and well-formed Intended Purpose statements.

A well-written Intended Purpose statement should contain the following three parts:

1) A concise but detailed description of the specific message or idea being communicated.

2) A declaration of the work’s intended audience.

3) A brief explanation of the nature of the communication and technical problems/issues solved.

**Note to Student Entrants:** Students must also fill out an Intended Purpose statement for work to be judged. The Salon Judging Committee realizes that student works are intended to solve both technique and content problems. For example, if the assignment was to use a particular animation program, then this information is appropriate and should be included in the Intended Purpose section of the Display Label.

**Digital Files**
Entries MUST be accompanied by the appropriate digital files of the artwork. The files will be used for the various reasons listed below as well as for archival purposes. It is understood that the artwork is the sole possession of the artist. These files should be uploaded to the Salon Dropbox account.

There are a total of five (5) files that need to be uploaded to the Salon Dropbox account and one optional file. All files should meet the following requirements:

**File for PowerPoint Awards Presentation:**
*Size:* (Maximum dimensions) 7.5 in. high x 10 in. wide  
*Resolution:* 150 dpi, RGB  
*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 the interactive media category (I) in the year 2011 would look like this:  
brownstone_ja_11I-1.jpg  
brownstone_ja_11I-2.jpg

**Electronic Salon Label:**  
*(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_11I-1_1_SalonLabel.pdf

**File for Website Gallery:**
*Size:* 488 pixels high x 481 pixels wide  
*Resolution:* 150 dpi, RGB  
*File name:* brownstone_ja_11I-1_1_web.jpg

**File for Website Gallery THUMBNAIL:**
*Size:* 47 pixels high x 67 pixels wide  
*Resolution:* 72 dpi, RGB  
*File name:* brownstone_ja_11I-1_1_thumb.jpg

**File for full animation entry:**
*Length:* 3 minutes (maximum), at least 24 fps  
*Format:* QuickTime (if possible with h264 codec), MPEG-1, or MPEG-4  
*File name:* brownstone_ja_11H-1_1_1_animation.mov

**File for animation Trailer: (Optional - for animation entries only):**
*Length:* 15 seconds (maximum), at least 24 fps  
*Format:* QuickTime (if possible with h264 codec), MPEG-1, or MPEG-4  
*File name:* brownstone_ja_11H-1_1_trailer.mov

**File for interactive entry:**
All associated files and necessary plug-ins submitted as a single zipped file  
*File name:* brownstone_ja_11I-1_1_interactive.zip

**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 **Friday, June 17, 2011**. Entries received after this deadline will be excluded from the Salon.
Packaging Artwork – Traditional Entries
Prepare a sturdy shipping package for your artwork. For two-dimensional entries, we recommend sandwiching the artwork between layers of sturdy foam board or heavy corrugated cardboard. Artwork shipped with loose Styrofoam filler packed in large boxes is sometimes damaged in transit. This method of packing is NOT recommended. When multiple entries are submitted in one shipment, enclose a packing list inside your parcel detailing the contents (number of entries, etc.).

Shipping Artwork – Traditional Entries
All Flat Art, 3-Dimensional Models, Textbooks and Fine Art entries, complete with Salon display and ID labels, are to be shipped to the address below and must arrive no earlier than Monday, July 11 and no later than Friday, July 15, 2011. Entries received after this deadline will be excluded from the Salon and will be returned to the entrant C.O.D.

Shipping Display Labels for New Media Entries
Salon display labels for the New Media entries must arrive no earlier than Monday, July 11 and no later than Friday, July 15, 2011.

Shipping Address:
Attn: Lauren Flaig
Tremont Grand
225 North Charles Street
Baltimore, MD 21201
410.685.7777
*No Saturday deliveries will be accepted.

JUDGING AND AWARDS

Judging
To be considered eligible for an award in the Professional and Student sections of the AMI Salon, artwork and media must express content requiring the specialized knowledge, visual problem-solving abilities, and skills particular to the medical illustrator. Such artwork must therefore be medical, surgical, anatomical, pathological, health-related, or life sciences in nature. Student entries must be curriculum-related, i.e., work completed in fulfillment of academic assignments/requirements and evaluated by faculty.

When evaluating entries, judges will take into consideration 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. See the criteria for judging in the sample judging forms.

In order to assist entrants in preparing their Salon entries and to help with understanding the judging process, the judging forms are available as Word files. There are eight types of judging forms.

NOTE: Sample judging forms will be available online after June 1st.

Books entries submitted in the Medical Books categories that do not include medical illustrations shall not be considered for awards.

Fine Art entries are limited in size, but not in media, scope or content. Fine art is not evaluated by judges, but awarded by popular vote of professional members in attendance at the annual meeting.

Awards
The award system for both Professional and Student Salon categories is two-tiered. 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.

The tradition of eponymous awards (e.g. the Russell Drake Award in Medical Line) within certain categories continues. The Ralph Sweet Member's Choice Award and the Muriel McLatchie Miller Fine Art Award are the two awards determined by the popular vote of professional member attendees.

Members of the AMI are encouraged to deposit their ballots for the Fine Art and Member's Choice in the appropriate box in the registration area no later than 2:00 pm Saturday, July 23, 2011. Awards for these two categories will be announced at the Awards Banquet that evening.

**ARTWORK PICKUP/RETURN**

- Artwork may be picked up between 10:00 a.m. and 12:00 p.m. on Saturday, July 23, 2011. **Absolutely no artwork may be removed from the Salon prior to Saturday.** All entrants must make sure to 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, you should arrange with 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, you must 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 entrant or his/her designate and lacking a pre-paid, self-addressed return shipping label, will NOT be sent back to you.