Welcome to the AMI Annual Salon

The Salon is the annual exhibition of medical art created and produced by artist members of the Association of Medical Illustrators. It is a showcase for the most recent achievements and advancements in medical visualization, prepared in a wide variety of media, all in one unified and impressive collection on display at the site of the Annual Meeting.

SALON GENERAL INFORMATION

The 2014 AMI Salon will be on display at the Rochester Marriott Hotel, on the 2nd Floor in the Marriott Ballroom.

**Salon Opening:** The Salon Opening will be held from 7:00-9:00 pm on Wednesday, July 23, 2014. This is a unique opportunity to view the newest in medical visuals, to reconnect with friends and other members and to mingle with leaders in the biomedical industry.

**Salon Hours:**
Wednesday, July 23, 7:00pm – 9:00 pm  
Thursday, July 24 and Friday, July 25, 8:00 am – 9:00 pm  
Saturday, July 26, 7:00 am – 1:00 pm

**Salon Dismantling and Artwork Pick-up:** Saturday, July 26, 1:30 – 4:15 pm

**Questions? Contact:**
Contact Lori Messenger at lmessenger@nejm.org or Christy Krames at ckrames@swbell.net. For digital entries, direct questions to John Dorn at john.o.dorn@gmail.com.

ENTERING ARTWORK IN THE SALON

Read Instructions thoroughly. All deadlines, rules and regulations will be strictly enforced.

Submissions to the AMI Salon must be an original creation and express content requiring the specialized knowledge, visual problem-solving abilities, and skills particular to the medical illustrator/animator/data visualizer. As such, work must 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.

**Eligibility Requirements**
- **Individual Submissions** - The Salon is open to all Professional, Associate and Student members of the AMI.
- **Corporate Submissions** - Companies and institutions may submit entries under the company name. To be considered eligible, the company must employ a minimum of two current AMI members. One of the current members acts as a representative and submits the entry. Awards for Corporate submissions will be given in the company name, not in any individual’s name.
- **Multiple Illustrator Submissions** (such as books or animations) should have each AMI Member credited on the Salon Entry Form. Contributors who are not AMI Members may be credited but may not be considered the primary entrant and are not eligible for award. In the categories of Animation and Interactive, 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.
The entry process follows this general chronology:

1. **Register** via the online *Salon Entry Form* (COMING SOON!) and pay your fee. (Individual and corporate entries cannot be entered on one form; use separate forms for each type of entry.) Review your entry form very carefully as your Salon Display Label (the label that will identify/explain your submission) will be generated automatically from the data you input.

2. **Watch** for email confirmation of your registration. *Your Salon Display Label(s) will be in the email attachment.*

3. **Watch** for an email (within a few days of registering) from AMI HQ with directions to access your Dropbox account. Your electronic files will eventually be uploaded using this file hosting service. Flag this email for future reference.

4. **Prepare** traditional entries for display and shipping (see details under “Artwork Preparation – Traditional”) and/or prepare your Animation and Interactive entries (see details Under “Artwork Preparation – New Media”)

5. **Upload** electronic files to your Dropbox account by the deadline date.

**IMPORTANT DEADLINES:**

<table>
<thead>
<tr>
<th>Date</th>
<th>Deadline/Description</th>
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<tr>
<td>Tuesday, June 3</td>
<td>Deadline to contact John Dorn, <a href="mailto:john.o.dorn@gmail.com">john.o.dorn@gmail.com</a>, about submission process of iPad entries</td>
</tr>
<tr>
<td>Tuesday, June 10</td>
<td>Salon Entry forms and fees due</td>
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</table>
| Tuesday, June 24              | • Deadline to upload the electronic supporting files for ALL categories to your Dropbox account  
|                               | • Deadline to upload Animation and Interactive Media entries to your Dropbox account   |
| No earlier than Monday, July 14 and no later than Friday, July 18 | Delivery window for artwork and display labels to arrive in Rochester at address below: Rochester Marriott, ATTN: Medical Illustrators Conference (July 21-27), 101 1st Ave SW, Rochester, MN 55902 |

**Fees**

- **Professional Members:** $55 U.S. per entry (limit 2/member)
- **Associate Members:** $55 U.S. per entry (limit 2/member)
- **Student Members:** $45 U.S. per entry (limit 2/member)
- **Corporation or Institution:** $165 U.S. per entry (limit 6/company)

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 Tuesday, June 10, 2014

**Confirmation**

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

**SALON CATEGORIES**

It is the sole responsibility of the entrant to decide which category is most appropriate for their artwork. The Exhibits, Salon Display, and Salon Judging committees will not move an entry into another category without a directive from the entrant. The committee chairs may inquire if the entrant has properly chosen the category and are available if the entrant has an inquiry about which category might be appropriate for their piece. Please
email Lori Messenger (lmessenger@nejm.org) or Christy Krames (ckrames@swbell.net) if there are questions about your entry.

Professional Categories

Professional entries must be medical, surgical, pathological, health-sciences or life-sciences in content and have been completed as part of a professional assignment for a specific purpose.

STILL MEDIA SECTION

A. Didactic/Instructional – Medical illustrations that are primarily instructional in nature, which depict surgical, anatomical, pathological, or bio-scientific structures, functions, and/or processes. May be color, black and white continuous tone, or black and white line medical illustrations.

- **A-1 Non-Commercial** – Any didactic work that is produced primarily for the academic marketplace or other not-for-profit entities.
  - Example 1: Figures for a peer-reviewed academic journal, or medical/surgical or health sciences textbook or atlas.
  - Example 2: Patient education materials for not-for-profit entities.

- **A-2 Commercial** – Any didactic work that is produced primarily for the commercial marketplace.
  - Example 1: Illustrations for a pharmaceutical, biotechnology, or medical/surgical device manufacturing company explaining biologic or pathologic processes.
  - Example 2: Illustrations for a pharmaceutical, biotechnology, or medical/surgical device manufacturing company explaining how something is done.

B. Editorial - Medical illustrations that summarize the content of a publication or article by calling attention to the subject matter of the same, either as cover or inside art. All cover art, whether for a journal, magazine, or book, should be entered into this category, regardless of content.

C. Advertising and Marketing/Promotional - Medical illustrations created to attract attention to or show support for a product, business or service in the pharmaceutical, biotechnology, or medical/surgical device manufacturing industries, and all that are similar. These are generally intended to aid in selling or promoting a product/service or creating brand recognition. Work such as MOAs, sell sheets, patient information handouts or wall charts, etc. should be entered into this category, regardless of content.

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

E. Illustrated Text (Traditionally printed book) - illustrated books of an anatomical, pathological, medical or surgical nature. Books are judged on the quality and usage of their medical illustrations, and not on their graphic design. (Note: Entries submitted in this category that do not include medical illustrations shall not be considered for awards.)

MOTION MEDIA SECTION

F. Animation - Medical visualizations of surgical, anatomical, pathological, health-related or bio-scientific structures, functions, and/or processes. May be 2D or 3D.

- **F-1 Didactic/Instructional - Non-Commercial** – Any work that is didactic/instructional in nature and produced primarily for the academic marketplace or other not-for-profit entities.
  - Example 1: An animation created as part of a public service/public health announcement.
Example 2: An animation created as part of a research grant or other not-for-profit entities such as NLM/NIH, DARPA and The American Red Cross.

**F-2 Didactic/Instructional – Commercial** – Any work that is *didactic / instructional in nature* and produced primarily for the commercial marketplace.
- Example 1: A Mechanism of Action/Mechanism of Disease animation created for a pharmaceutical, biotechnology, or medical/surgical device manufacturing company.
- Example 2: DVD or web based animations created for a publishing company as part of a textbook series.

**F-3 Advertising and Marketing/Promotional** Animations created to attract attention to or show support for a product, business or service in the pharmaceutical, biotechnology, or medical/surgical device manufacturing industries, and all that are similar. These are generally intended to aid in selling or promoting a product/service or creating brand recognition. *(NO PERSONAL OR COMPANY DEMO REELS PLEASE.)*

**F-4 Medical-Legal** - Animations produced to provide or accompany, medical documentation in legal proceedings.

INTERACTIVE MEDIA SECTION

**G. Interactive Media** - Website or stand-alone (i.e. CD-ROM, kiosk, app) interactive media entries.

- **G-1 Didactic/Instructional - Non-Commercial** – Any work that is *didactic / instructional in nature* and produced primarily for the academic marketplace or other not-for-profit entities.
  - Example 1: An interactive application created as part of a public service/public health announcement.
  - Example 2: An interactive application created as part of a research grant or other not-for-profit entities.

- **G-2 Didactic/Instructional – Commercial** – Any work that is *didactic / instructional in nature* and produced primarily for the commercial marketplace.
  - Example 1: Interactive application/s created as part of a pharmaceutical trade show booth.
  - Example 2: Interactive application/s created for a publishing company as part of a textbook series.

- **G-3 Advertising and Marketing/Promotional** - Interactive programs, apps, websites, or kiosks created to attract attention to, show support for, or is intended to aid directly or indirectly in the sale of a product, business, or service for the pharmaceutical, biotechnology, or medical/surgical device manufacturing industries, and all that are similar. *(NO PERSONAL OR COMPANY DEMO PROGRAMS, APPS, OR WEBSITES PLEASE.)*

- **G-4 Gaming** – A digital interactive submission that presents the user or users with challenges or problems to undertake for fun, discovery, or education related to medicine, health sciences or life sciences.

- **G-5 Interactive Textbook** – A fully digital illustrated text or journal, of surgical, anatomical, pathological, health-related or bio-scientific structures, functions, and/or processes, that when completed is viewed using interactive electronic means.

DIMENSIONAL MEDIA SECTION

**H. Simulators, Prosthetics and Sculptural Products** - Simulators, prostheses or other tactile three-dimensional forms (tactile 3D) of an anatomical, pathological, medical or surgical nature. Maximum acceptable size is 4 ft. x 4 ft. x 4 ft.
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 Student Salon artwork, the following policy has been established.

1. Students may enter artwork if they are currently enrolled in a medical illustration program.
2. Students that have graduated are eligible to enter curriculum-related artwork in the Student Salon during the year that is the same year as their graduation. (i.e., Artwork created by a person that graduated in 2013, can be entered in the 2013 AMI Student Salon.)

Students MAY NOT enter artwork in a professional category in the same year that they enter in a student category.

STILL MEDIA SECTION

I. Didactic/Instructional – Medical illustrations that are primarily instructional in nature, which depict surgical, anatomical, pathological, or bio-scientific structures, functions, and/or processes. May be color, black and white continuous tone, or black and white line medical illustrations.

- I-1 Didactic/Instructional – Anatomical/Pathological – Illustration of anatomy/pathology for identification purposes.
  - Example 1: to demonstrate normal or pathological anatomy as it appears, such as would be found in an atlas of anatomy.
  - Example 2: to depict a given pathology or disease process as a means to help a patient identify/recognize his/her condition, as would be found in an informational pamphlet or wall chart.

- I-2 Didactic/Instructional – Surgical/Clinical Procedures – Multipart or “critical step” illustrations depicting a multi-part procedure.
  - Example 1: depictions of a surgical procedure/processes.
  - Example 2: clinical testing (e.g. Orthopedics: Knee Instability Tests) or clinical procedures (e.g. injection guides or tissue sampling techniques).

- I-3 Didactic/Instructional – Molecular/Biological/Life Sciences – Illustrations depicting human or animal cellular processes, lifecycles, behaviors, or functions.
  - Example 1: depictions of the normal or pathological function of an organ or system.
  - Example 2: depictions of chemical/molecular/cellular component interactions and processes at the cellular or subcellular level.

J. Editorial - Medical illustrations designed to summarize the content of a publication or article by calling attention to the subject matter of the same, either as cover or inside art. All cover art, whether for a journal, magazine, or book, should be entered into this category, regardless of content.

K. Advertising and Marketing/Promotional - Medical illustrations, didactic or otherwise, designed to attract attention to or show support for a product, business or service in the pharmaceutical, biotechnology, or medical/surgical device manufacturing industries, and all that are similar. These mirror professional projects that are generally intended to aid in selling or promoting a product/service or creating brand recognition. Projects such as MOAs, sell sheets, patient information handouts or wall charts, etc. should be entered into this category, regardless of content.

MOTION MEDIA SECTION

L. Animation - All 2D and 3D motion media where the end result is a linear motion graphic presentation that features medical visualizations of surgical, anatomical, pathological, health-related or bio-scientific structures, functions, and/or processes. May be 2D or 3D. Examples include files played via DVD, web/computer players and film. (There are no subcategories for the Student Animation submissions.)
**INTERACTIVE MEDIA SECTION**

**M. Interactive** – All media that involves user interaction such as menu navigation, learning modules, gaming, quizzing and assessment, texts, and data tracking. Materials may have video/animation/audio imbedded as part of the whole presentation. Examples include websites, interactive kiosks, patient/physician education modules, real time 3D-interactives, e-publications and gaming. *(There are no subcategories for the Student Interactive submissions.)*

**ARTWORK PREPARATION – TRADITIONAL CATEGORIES**

- **Prepare your artwork for hanging by following these guidelines:**

  - **MAT-LESS PRESENTATION** – we will be presenting the salon with mat-less entries again this year since we had such a positive response last year. We are saving space, $$ and going for a contemporary look. Submit a digital print, flush mounted onto **Black** foam core.

  - Final dimensions no larger than 20” x 24”. (Multiple views may be mounted together as a single entry) In the spirit of saving space, please DO NOT overly enlarge your entry to compensate for the mat; print roughly at the size you would as if it were going to be matted.

  - Attach **Velcro** to the back of your mounted work. Use the rough, HOOKED side of the Velcro only, not the fuzzy side. Attach six **3-inch Velcro strips** - three on the top and three on the bottom. (see diagram below)

  - 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.**

- **SUPPORT MATERIALS**

  Each entry must be accompanied by:

  1. Printed labels packed with the artwork itself *(Salon Display Label & Artwork ID Label. See details below.)*
  2. **Salon Permission Form** (one per entry to be completed **online** when registering for the Salon.)
  3. **Digital Dropbox files** (AMI is using Dropbox to collect the electronic files. See details below.)

**SALON DISPLAY LABEL** - This is the **actual** paper label displayed next to your art for people to read and for judges to review. **This label will automatically be sent to you in an email as a PDF upon completion of your Salon registration.**

  **Print** the PDF onto **HEAVY PAPER** (card stock). **Mount** on sturdy foam board and **trim** to the heavy black line. **Adhere** strips of Velcro (the rough, “hooked” side), at top and bottom, on back side. (see sample below.) **Enclose** the completed Salon Display Label in an envelope and tape it to the back of your artwork with low-tack drafting tape (see Placement Diagram below), so that it can be easily removed by the Display Committee. (For textbook entries – tape the envelope containing the Display Label to the inside front cover of the book with low-tack tape.)

  Study the “Glossary of Terms” below to familiarize yourself with the importance of filling out the label correctly. Give particular attention to how you title your work!
### Salon Display Label - Glossary of Terms:

- **Title:** The title you give your entry is for the Salon Committee’s use for general identification; it is not the official title you might attach to your piece to be published. *Keep it as short as humanly possible.* For example, Instead of “CAL-101/GS-1101 and the P13K Delta Pathway in B-cell malignancies, NHL and CCL” you could enter this title, “Targeted Medications for B-cell Malignancies” (you will have the opportunity to expound in the “intended purpose” portion of the Salon label). Please be courteous. If an award is won these titles will need to be easily read during our awards dinner.

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

- **Medium/Software:** Art medium used in rendering the image. This includes software (e.g., Photoshop, Illustrator, Maya, etc. with version code) and/or traditional media (e.g., watercolor, gouache, Bristol board, etc.) If the artwork combines both traditional and digital media, 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 used 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 (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? *This section is very important. Salon judges evaluate work objectively against a specific set of criteria to determine whether or not the entry has achieved the communication/technical goals stated by its author. Submit carefully constructed and well-formed Intended Purpose statements.*

*Note to Student Entrants:* Students must also fill out an Intended Purpose statement for work to be judged. The Salon Judges realize that student works are intended to solve both technique and content problems. For example, if the assignment was to use multiplied layers, gradients or wash techniques, then this information is appropriate and should be included in the Intended Purpose section of the Display Label.
Study this diagram of the back side of mounted artwork. Each of your traditional entries should contain:

**ARTWORK IDENTIFICATION LABEL** – Click here to download a PDF version of the Artwork Identification Label.

Fill out the interactive form using Adobe Acrobat and print. Crop the label and affix to the back of your matted entry. For book entries, adhere to the inside cover with low-tack tape.

**DIGITAL FILES** that accompany your traditional entries – Instructions for Dropbox Upload:

Each traditional salon entry MUST be accompanied by the Salon Label PDF and three (3) separate JPGS of the image. (The JPG files will be used for the awards presentation at the meeting and in the salon winners gallery of the AMI website and the JBC). YOU WILL RECEIVE AN EMAIL WITH INSTRUCTIONS FOR UPLOADING THESE FILES TO A DROPBOX ACCOUNT. (Note: For the Illustrated Medical Text category, upload a JPEG of either the book cover or representative artwork.)
Make sure to label your files correctly. Follow these samples:

1. **Electronic Salon Label:**

   *(Remember to change the name of the file that has been automatically generated and emailed to you prior to upload)*

   File name: Brownstone_ja_14A-2_1_SalonLabel.pdf

2. **File for PowerPoint Awards Presentation:**

   - **Size:** 1260 pixels high x 1680 pixels 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 didactic/instructional-commercial category (A-1) in the year 2014 would look like this:
   - brownstone_ja_14A-2_1.jpg
   - brownstone_ja_14A-2_2.jpg

3. **File for Website Gallery:**

   - **Size:** 720 pixels high x 960 pixels wide
   - **Resolution:** 72 dpi, RGB

   File name: brownstone_ja_14A-2_1_web.jpg

4. **File for Website Gallery THUMBNAIL:**

   - **Size:** 128 pixels high x 171 pixels wide
   - **Resolution:** 72 dpi, RGB

   File name: brownstone_ja_14A-2_1_thumb.jpg

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**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 515.520.0632, 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 **Tuesday, June 24**. 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.
General Guidelines - Interactive Media

- **Web site entries:**

Web sites should be submitted as a single zipped file via the Salon registration site, [www.ami.org/salon](http://www.ami.org/salon), by **Tuesday, June 24**. 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. The AMI cannot guarantee a fast website connection on the salon floor, therefore all files necessary to run the program must be included in the final folder. **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. The AMI cannot guarantee a fast website connection on the salon floor therefore all files necessary to run the program must be included in the final folder. **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 **Tuesday, June 24**.

- **iPad Entries:**

Individuals planning on submitting an iPad application should contact John Dorn ([john@iso-form.com](mailto:john@iso-form.com)) or Russell Adams ([russ@iso-form.com](mailto:russ@iso-form.com)) or Nick Klein ([nick@iso-form.com](mailto:nick@iso-form.com)) by **Tuesday, June 3** for specific information regarding iPad app submissions.

- **SUPPORT MATERIALS for NEW MEDIA**

Each entry must be accompanied by:

1. **Salon Permission Form** (one entry to be completed online when registering for the Salon)
2. **Digital Dropbox files** (AMI is using Dropbox to collect the electronic files. **See details below.**)

**Note:** The **Salon Entry Form** you fill out at registration will be used identify your entry as it appears in the electronic display in the Salon. Contrary to past years, you will NOT be asked to print out and mail a Salon Display Label. Study the “Glossary of Terms” below to familiarize yourself with the importance of filling out the online label correctly.
DIGITAL FILES that accompany your digital entries – Instructions for Dropbox Upload:

Each digital entry MUST be accompanied by a total of five (5) files: the Salon Label, three (3) JPG image files, the entry itself, plus one optional. (The JPG files will be used for various reasons such as the awards presentation, online award winner’s gallery, archives, etc.) YOU WILL RECEIVE AN EMAIL WITH INSTRUCTIONS FOR UPLOADING THESE FILES TO A DROPBOX ACCOUNT.

Specifications for the files are as follows:

**Electronic Salon Label:**

*Note: 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_14F-1_1_SalonLabel.pdf

**Image file for PowerPoint Awards Presentation:**

*Size:* 1260 pixels high x 1680 pixels 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

Digital Files that accompany your digital entries – Instructions for Dropbox Upload:

**Title:** The title you give your entry is for the Salon Committee’s use for general identification; it is not the official title you might attach to your piece to be published. *Keep it as short as humanly possible.* For example, Instead of "CAL-101/GS-1101 and the PI3K Delta Pathway in B-cell malignancies, NHL and CCL" you could enter this title, "Targeted Medications for B-cell Malignancies" (you will have the opportunity to expound in the "intended purpose" portion of the Salon label). Please be courteous. If an award is won these titles will need to be easily read during our awards dinner.

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

**Medium/Software:** Art medium used in rendering the image. This includes software (e.g., Photoshop, Illustrator, Maya, etc. with version code) and/or traditional media (e.g., watercolor, gouache, Bristol board, etc.) If the artwork combines both traditional and digital media, 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 used 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 (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? *This section is very important. Salon judges evaluate work objectively against a specific set of criteria to determine whether or not the entry has achieved the communication/technical goals stated by its author. Submit carefully constructed and well-formed Intended Purpose statements.*

**Note to Student Entrants:** Students must also fill out an Intended Purpose statement for work to be judged. The Salon Judges realize that student works are intended to solve both technique and content problems. For example, if the assignment was to use multiplied layers, gradients or wash techniques, then this information is appropriate and should be included in the Intended Purpose section of the Display Label.
File name:
E.g. - John A. Brownstone, 2 entries in the interactive media-didactic/instructional category (F-1) in the year 2014 would look like this:
brownstone_ja_14F-1_1.jpg
brownstone_ja_14F-1_2.jpg

•**Image file for Website Gallery:**

  Size: 720 pixels high x 960 pixels wide  
  Resolution: 72 dpi, RGB  
  File name: brownstone_ja_14F-1_1_web.jpg

•**Image file for Website Gallery THUMBNAIL:**

  Size: 128 pixels high x 171 pixels wide  
  Resolution: 72 dpi, RGB  
  File name: brownstone_ja_14F-1_1_thumb.jpg

•**File for interactive entry:**

  All associated files and necessary plug-ins submitted as a single zipped file  
  File name: brownstone_ja_14F-1_1_interactive.zip  
  or

•**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_14E-1_1_animation.mov

•**Optional file for animation Trailer: (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_14E-1_1_trailer.mov

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**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 **Tuesday, June 24**. Entries received after this deadline will be excluded from the Salon.

**Packaging & Shipping Artwork – Traditional Entries**

Prepare a sturdy shipping package for your artwork. For flat entries, we recommend sandwiching the artwork between layers of sturdy foam board or heavy corrugated cardboard. Use craft paper or the like for cushioning, **NOT** styrofoam pellets. When multiple entries are submitted in one shipment, **enclose a packing list** inside your parcel detailing the contents (number of entries, etc.).

**Ship** all flat art, 3-D models, textbooks and fine art entries, along with Salon Display Label and ID labels, to the address below. **Artwork must arrive no earlier than Monday, July 14 and no later than Friday, July 18.** (Entries received after this deadline will be excluded from the Salon and will be returned to the entrant C.O.D.)

**Shipping Address:**

Rochester Marriott  
ATTN: Medical Illustrators Conference (July 21-27)  
101 1st Ave SW  
Rochester, MN 55902  
*No Saturday deliveries will be accepted.*
JUDGING AND AWARDS

Judging

Submissions to the AMI Salon 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. Submissions that do not meet the above requirements will NOT be considered for an award.

When evaluating entries, judges will consider 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. For help in understanding the judging process, access and study the sample judging forms (General, Book, Animation, & Interactive) found on the AMI Website.

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

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. These two awards are NOT limited to one each per category.

Eponymous awards (e.g. the Russell Drake Award in Medical Line) within certain categories continue. The Ralph Sweet Member’s Choice Award is the one award determined by the popular vote of professional member attendees.

Deposit your ballots for the Member’s Choice award in the appropriate box in the registration area no later than 2:00 pm Friday, July 25. This award will be announced during the Salon Awards banquet.

ARTWORK PICKUP/RETURN

• Artwork may be picked up Saturday, July 26, 1:30 – 4:15 pm. Absolutely no artwork may be removed from the Salon prior to this time. All entrants must 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, 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, 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 owner or his/her designate, and lacking a pre-paid, self-addressed return shipping label, will NOT be returned.
Good Luck Everyone!!!

Questions? Contact Lori Messenger at lmessenger@nejm.org or Christy Krames at ckrames@swbell.net.

For digital entries, direct questions to John Dorn at john.o.dorn@gmail.com