



The Salon is the annual exhibition of medical art created and produced by members of the Association of Medical Illustrators. It is an impressive showcase for the most recent achievements in medical visualization.

Questions: Contact Lori Messenger at lmessenger@nejm.org or Jill Gregory at jillgregory@outlook.com.

GENERAL INFORMATION

Due to the cancellation of the in-person AMI Annual Meeting, this year the salon will be completely virtual. Those who give permission for inclusion in the online salon will be displayed as they typically would; those that do not will still be judged but their entry will not be displayed online.

Questions?

Contact Lori Messenger at lmessenger@nejm.org or Jill Gregory at jillgregory@outlook.com.

INSTRUCTIONS FOR ENTERING ARTWORK

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

Eligibility Requirements

- Individual and Multiple Illustrator Submissions – The Salon is open to all Professional, Associate and Student members of the AMI. **Note:** Multiple Illustrator Submissions (such as books, animations, interactives) 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 awards.
- 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 AMI members must submit the entry. Awards for Corporate submissions will be given in the *company* name, not in any individual's name.

Entry Process Chronology

1. The exact wording you submit on the entry form is what will be used by the judges to evaluate your entry and will be displayed with your piece in the online salon. Study the “Glossary of Terms” below to familiarize yourself with the importance of filling out the online label correctly and give particular attention to how you title your work. ***Important! - Changes cannot be made to your entry after submitting the online form, so it is important to thoroughly review these instructions prior to submitting your entry form. The details provided in the entry form will be the information used for judging and cannot be adjusted once submitted.***
2. Watch for email confirmation of your registration. In this email, there will be a link to directly upload the digital files of your entries.
3. Upload Digital Files – ALL Entries. Upload the digital files of your entry to your Dropbox account by the deadline date to be eligible for judging. The digital files of your entries must be uploaded to the Salon Dropbox account by **Tuesday, June 8**. If digital files are received after this deadline, the entry will not be judged. ***important!*** - You will receive a confirmation email from Dropbox when your files are successfully uploaded. If you do not receive this email within 2 hours of uploading your files, please contact hq@ami.org.

IMPORTANT DEADLINES

Tuesday, June 8 at 11:59 pm PST	Deadline to enter the salon AND upload all electronic supporting files for ALL categories to your Dropbox account. Entries without supporting files uploaded by this deadline will not be judged.
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FEES

Due to the Covid-19 pandemic and its financial impacts on many members, we have reduced the fees for the 2021 online salon.

Professional Members: \$60 reduced to \$30 U.S. per entry (limit 2/member)

Associate Members: \$60 reduced to \$30 U.S. per entry (limit 2/member)

Student Members: \$50 reduced to \$10 U.S. per entry (limit 2/member)

Corporation or Institution: \$170 reduced to \$85 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.

Confirmation

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

GLOSSARY OF SALON TERMS

The Salon Entry Form that you fill out at registration will be used to identify your entry as it appears in the Online Salon. Study the “Glossary of Terms” below to familiarize yourself with the importance of filling out the online label correctly. Give particular attention to how you title your work!

Salon Display Label – Glossary of Terms

- **Title:** *Please keep titles as short as 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 explain and clarify the concepts of your piece in the “intended purpose” portion of the Salon label).
- **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. 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 or used by the client (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 statement.

CATEGORIES

It is the responsibility of the entrant to decide which category is most appropriate for their entry. 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 might inquire to confirm that the entrant has chosen the category they wish to enter. Please email Lori Messenger at lmessenger@nejm.org or Jill Gregory at jillgregory@outlook.com if there are questions about your entry prior to entering the salon.

Entrants must enter the Salon based on AMI membership type (Professional vs Student). Associate Members should enter in the Professional Categories.

Professional Categories

Professional Entries to the AMI Salon must be an original creation, completed as part of a professional assignment or self-directed project and must demonstrate the specialized knowledge, visual problem-solving abilities, and skills particular to the illustrator/ animator/ data visualizer. As such, work must be medical, surgical, anatomical, pathological, health-related, or life sciences in nature. Submissions that do not meet the above requirements will NOT be considered for an award. In addition, for entries that include human figures, attention should be paid to representing the racial, gender, size and ability diversity within the human race.

Professional Still Media

Didactic/Instructional – Illustrations that are primarily *instructional in nature*, which depict surgical, anatomical, pathological, or bio-scientific structures, functions, and/or processes. May be color, continuous tone, or line 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 -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 – 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 – Illustrations produced to provide or accompany medical documentation in legal proceedings.

E. Illustrated Text– *This category has been suspended for 2021.* We look forward to your Illustrated book submissions in future, in-person meetings!

Professional Motion Media

Animation – 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: 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.

Professional Interactive Media

Interactive Media – Website or stand-alone 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 REELS 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.
 - Example: iBooks, eBooks, interactive pdfs.

Professional Dimensional Media

H. Simulators, Prosthetics and Sculptural Products – *This category has been suspended for 2021.* We look forward to your dimensional media submissions in future, in-person meetings!

Student Categories

Student Entries to the AMI Salon must be 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 2021, can be entered in the 2021 AMI Student Salon.) Student members may also continue their student membership through the first annual meeting following their graduation (i.e., a Nov. 2020 graduate may enter the 2021 Student Salon based on their continuing student status.)*

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

Submissions that do not meet the above requirements will NOT be considered for an award. In addition, for entries that include human figures, attention should be paid to representing the racial, gender, size and ability diversity within the human race.

Student Still Media

Didactic/Instructional – Illustrations that are primarily *instructional in nature*, which depict surgical, anatomical, pathological, or bio-scientific structures, functions, and/or processes. May be color, continuous tone, or line 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** – Multi-part 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 – 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 – 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.*

Student Motion Media

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. *Note: There are no subcategories for the Student Animation submissions.*

Student Interactive Media

M. Interactive – All media that involves user interaction to progress through content. 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. *Note: There are no subcategories for the Student Interactive submissions.*

TRADITIONAL PREP

Support Materials for Traditional Entries

Each entry must be accompanied by:

1. Salon Permission Form - (one per entry to be completed *online* when registering for the Salon) You do not need to print this form out.
2. Digital Dropbox files - (AMI is using Dropbox to collect the electronic files. See *details below.*)

Artwork Preparation for Traditional Categories

Instructions for Dropbox Upload of digital files to accompany entries:

Each traditional salon entry **MUST** be accompanied by three (3) separate JPGs of the image. The JPG files will be used for judging and the virtual awards presentation and in the salon winner's gallery of the AMI website and the Journal of BioCommunications. In your confirmation email, you will receive a link to a Dropbox file request folder. That is where you will upload your digital files.

- **[To upload your files, click here.](#)**
- If you are signed into Dropbox already, please ensure that your account lists your first name, last name, and e-mail address where you can be contacted so we can match your file to your entry.
- ***Important!*** - If you do not receive a confirmation email within 2 hours of uploading your files, please contact hq@ami.org.
- All files must be uploaded by Tuesday, June 8 at 11:59 pm PT to be eligible for judging.

Make sure to label your files correctly. Follow these samples:

1. File for PowerPoint Awards Presentation, Website Gallery, AMI promotional purposes, and Journal of BioCommunications:
 - *Required Size: 2500 pixels high*
 - *Resolution: 300 dpi, RGB*
 - *File name: category_First 10 letters of title.jpg*
 - *For example: 2 entries in didactic/instructional-commercial category (A-2) would look like this:*
 - *A2_Cardiology.jpg*
 - *A2_Gastricbyp.jpg*

2. File for Judging (anonymized – remove all signatures and logos):

- *Required Size:* 2500 pixels high
- *Resolution:* 300 dpi, RGB
- *File name:* category _First 10 letters of title _*nosignature*.jpg

3. File for Website Gallery Thumbnail:

- *Size:* 171 pixels wide x 128 pixels high
- *Resolution:* 72 dpi, RGB
- *File name:* category _First 10 letters of title _thumb.jpg

NEW MEDIA PREP

Artwork Preparation for Motion and Interactive Media Categories

Prepare your digital entries by following these guidelines:

Animation & Interactive Media

- ANIMATION and INTERACTIVE entries must be submitted as 3-minute videos (or shorter) for judging and for display in the online salon. Interactive product files (apps, .exe files, websites, etc.) will not be accepted.
- Both animation and interactive submissions must be submitted to the Dropbox account as .mp4 movies (h.264 compression codec preferred), by Tuesday, June 8 at 11:59 pm PT. No other file types will be accepted.
- Artists are required to limit their entries to a short, representative movie, no longer than 3 minutes.
- Editing by the entrant may be required to reach the 3-minute maximum time allowance.
- Videos shorter than 3 minutes are allowed and encouraged. Movies over 3 minutes may be excluded from the salon.

Interactive Media Entries: Specifications for Submission of Videos

Videos of interactive entries must include at least 90 seconds of continuous, un-cut, un-edited user interaction using screen capture technology or hand-held video of the interactive program in use. The entrant may use a split-screen showing user-interaction with peripheral hardware such as a motion-controller, VR headset, or haptic

devices. You may also add explanatory VO to go with your video explaining the interactive and/or what the person is experiencing.

No music, artwork, screenshots, visual FX, motion graphics, or sound FX are to appear in the video that aren't part of the interactive program. There are no points for video editing or post-production. Entry videos are not commercials, teasers, or trailers, but demonstrations of the interactive program in its current state at the time of submission.

Interactive Textbooks

Interactive textbooks may be submitted as an iBook or interactive pdf. *NOTE: you do not need to submit a video for Interactive Textbook submissions.*

SUPPORT MATERIALS for animation and interactive media

Each entry must be accompanied by:

1. **Salon Permission Form** (one per entry to be completed *online* when registering for the Salon.) You do not need to print this form out.
2. **Digital Dropbox files** (AMI is using Dropbox to collect the electronic files. *See details below.*)

Instructions for Dropbox Upload:

DIGITAL FILES that accompany your Animation and Interactive entries

Each digital entry **MUST** be accompanied by a total four (4) files: two (2) JPG image files and two (2) MP4 files. The JPG files and the MP4 files will be used for judging, the virtual awards presentation and in the salon winner's gallery of the AMI website and the Journal of BioCommunications.

In your confirmation email, you will receive a link to a Dropbox file request folder. That is where you will upload your digital files. *Note: For the Interactive Textbook category, upload a JPEG of either the book cover or representative artwork.*

- [To upload your files, click here.](#)
- Please be sure to include your first name, last name, and e-mail address to receive a confirmation that your file has been successfully uploaded.
- If you are signed into Dropbox already, please ensure that your account lists your first name, last name, and e-mail address where you can be contacted so we can match your file to your entry.

- **Important!** - If you do not receive a confirmation email within 2 hours of uploading your files, please contact hq@ami.org.

Specifications for the files are as follows:

1. File for PowerPoint Awards Presentation, Website Gallery, AMI promotional purposes, and Journal of BioCommunications:
 - *Required Size:* 2500 pixels high
 - *Resolution:* 300 dpi, RGB
 - *File name:* F2_Cardiology.jpg
 - File name: category_entry number_First 10 letters of title.jpg
 - E.g. 2 entries in didactic/instructional-commercial category (F2) would look like this:
 - F2_Cardiology.jpg
 - F2_Gastricbyp.jpg
2. File for Website Gallery Thumbnail:
 - *Size:* 171 pixels wide x 128 pixels high
 - *Resolution:* 72 dpi, RGB
 - *File name:* F2_Cardiology_thumb.jpg
3. File for animation/interactive entry:
 - *Length:* 3 minutes (maximum), at least 24 fps
 - *Format:* .mp4 (with h264 codec)
 - *Animation File name:* F2_Cardiology_animation.mp4
 - *Interactive File name:* F2_Cardiology_interactive.mp4
4. File for animation/interactive entry (Anonymized for judging – remove or cover all logos and branding):
 - Length: 3 minutes (maximum), at least 24 fps
 - Format: .mp4 (with h264 codec)
 - Animation File name: F2_Cardiology_animation_nobranding.mp4
 - Interactive File name: F2_Cardiology_interactive_nobranding.mp4

UPLOADING FILES

Uploading Digital Files – ALL Entries

The digital files of your entries must be uploaded to the Salon [Dropbox account](#) by the salon entry deadline on **Tuesday, June 8 at 11:59 pm PT**. If any digital files for all categories (traditional and Animation and Interactive) are received after this deadline, the entry will not be judged.

JUDGING

Judging

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 Judging Form](#)

[Book Judging Form](#)

[Interactive Judging Form](#)

[Animation Judging Form](#)

Awards

The Salon judges 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, **Awards of Merit** will be given to illustrations deserving special recognition of achievement. These two awards are NOT limited to one each per category and judges are not required to give both awards in each category.

There are also eponymous awards (e.g. the **Russell Drake Award**) within certain categories. The Salon awards will be announced in a virtual format after judging is complete.

Good Luck Everyone!!!

Questions? Contact Lori Messenger at lmessenger@nejm.org or Jill Gregory at jillgregory@outlook.com.