

Art Submission Checklist

Embracing Our Differences

2024-2025

Artwork format

- horizontal format only
- no folds or creases
- All types of visual artwork accepted, but NO AI-generated images.

Keep It Simple and Clear

- Design:- Less is more! Simple, uncluttered designs work best since complex details can get lost. Bold, clear elements will pop.
- Shapes-Use well-defined shapes that are easy to recognize from far away.

Color Contrast

- Visibility:-Strong color contrasts help your art stand out, especially dark colors against light backgrounds (or vice versa).
- Vivid Colors:-Go for concentrated, vibrant colors that hold up well under different lighting and from a distance.

Make Text Readable

- Size: If you're using text, make it big enough to read from afar. A good rule: 1 inch of text height for every 10 feet of viewing distance.
- Font Choice: Stick with bold, simple fonts that are easy to read. There should be nothing too fancy or thin that might blur when enlarged.

Composition

- Focal Point:- Make sure there's a clear focal point to grab attention quickly—people will only glance at the billboard for a few seconds.
- Balance:- Keep your composition balanced so it looks good across the whole billboard.

Think About Viewing Distance

- Perspective:- Remember, billboards are usually seen from a distance and sometimes at an angle. Avoid tiny details that might disappear or distort.

High Resolution

- Make sure your art is high-res, at least 300 DPI, to avoid pixelation when blown up to billboard size. (Most newer cell phones work just fine).

File Format

- Submit your artwork in high-quality formats like TIFF, PDF, or a high-res JPEG.

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