SCREENGRAB
New Media Art Award

"From 8 Bit Trips to Sepia Coded Dreams"

Townsville | 12.08.11 | Australia

Application Guidelines

Nostalgia runs deep in the network.

The clean lines and coded purity of interface culture and consumer electronics belies a deeper yearning for the origins of new media. 8 Bit games, glitch art, stop motion video, audio distortions and retro stylings are cropping up throughout the networked landscape as artists unpack, smudge, melt, data-mosh and retrace their steps back to the early halcyon days of digital media. Tactile, fluid, fuzzy analogue aesthetics are emerging in surprising places as the origins of our streamlined relationship with technology and the world around us is interrogated, encoded and telegraphed into our livings rooms, browsers and pockets.

Jaron Lanier in his text, *You Are Not A Gadget*, calls for a more humanist approach to the way we participate in network culture and insists we must seek always to preserve our individuality in such exchanges. Retro leanings and nostalgic turns speak to this desire. It reveals the human in the electronic interface. It celebrates the mistake, the error, the uniqueness and the beauty of the digital aesthetic at a critical time in the evolution of media arts practice.

The 2011 Screengrab New Media Arts Award and associated exhibition is looking for challenging creative works by media artists who have a yearning for the past and seek to examine the future. We invite these digital practitioners working in screen based media to submit works on the theme of the **Nostalgia**.

All forms of screen based media are encouraged including multi-channel video, digital illustration, audio sculpture, photography, generative media, 2D & 3D animation.

New Media Arts Award :   AUS $2000

Artefact Deadline :   Friday July 22 2011

**Exhibition Opening
& Award Announcement :**   Friday August 12 2011

Application forms and submission guidelines are available @ JCU online
www.jcu.edu.au/soca/screengrab/

The exhibition is **sponsored** by eMerge Media Space and the School of Creative Arts' at James Cook University, QLD, Australia.

All **enquiries** can be forwarded to screengrab@jcu.edu.au and +61 (7) 4781 3142

JAMES COOK UNIVERSITY AUSTRALIA   School of Creative Arts Townsville campus   eMerge MEDIA | SPACE   SCREENGRAB Place | Identity | Space | Community

Submission Guidelines

Deadline   **Friday 22 July 2011**

Apply   **Application forms** can be filled out online on our project site @ www.jcu.edu.au/soca/screengrab/

Submit   A **link** to the preview file on the accompanying application form (if applicable).

Send   A copy of your work (2GB Max) to our **SendSpace** account. A link to this account can be found on our project site @ http://www.sendspace.com/dropbox/5bi87i

Or   Fill out the application form at the above address and send us a shiny disc (**CD** or **DVD**) of your creation to :

> **Screengrab**
> c/o Elly Murrell
> School of Creative Arts
> James Cook University
> Townsville, Queensland
> Australia 4811

Examples of Media Genres

Data Visualisation (2D , video, generative or animation)

Themed **photographic work (or series)** which incorporate a significant element of digital manipulation.

D**igital illustration (or series)** / Web based **comics** and short **graphic novels**

2D & 3D animations, Dramatic or non-fiction video content of **10 minutes or less**

Audio documentary, audio sculpture or **sound art** pieces of **15 minutes or less**

All submissions should not have a production date no earlier than October 1st 2010

Websites we are happy to link directly to your **website** however, if you are concerned about reliability and performance we would prefer to have a local copy supplied on **CD Rom.**

Application Guidelines

1. All application forms with relevant links to preview files should be completed online at http://www.jcu.edu.au/soca/screengrab/ by **Friday July 22nd 2011. There is no entry fee.**

2. When sending your work via our SendSpace site be aware that large files will take a considerable amount of time to upload. There is a 2GB maximum file size. Files are due Friday July 22nd 2011 and must be supported by a completed application form.

3. We prefer links to preview files to be submitted on the online application form. We will however ask for a full res copy if you are shortlisted for the exhibition.

4. Hard copy material should be posted with enough leeway to allow for the work to reach Townsville, Australia by the close of business on Friday July 22nd 2011. (A pessimist's guide would be 3 business days for mainland Australia; 7 business days for the Asia Pacific region and 12 business days for Europe and the Americas).

5. The Screengrab team has the right to select the works to be exhibited in accordance with Screengrab's theme for 2011, "Nostalgia".

6. The judging panel's decision on the prize winners is final. No correspondence will be entered in to.

7. Every effort will be made to contact the nominated winners prior to the exhibition opening and prize announcement on Friday August 12th 2011.

8. The New Media Arts Award is open to all artists and creative producers working in the mediums of digital media art and the various hybrids such a broad definition may include.

9. Employees of James Cook University (Brisbane, Townsville, Cairns and Singapore) are not eligible for prize awards, although they are welcome to submit a work for consideration as an exhibition piece.

10. JCU and the School of Creative Arts reserves the right to use the prize winner's name and a screen-grab of their work in any publicity related to the awarding of the prize; the ongoing exhibition of their work (12-8-11 to 16-9-11); and promotional material for Screengrab 2011.

11. New Media Artists whose work will be short listed for the prizes and/or chosen to exhibit in Screengrab 2011 will have a screen-grab of their work, bio and artist's statement published online and in the gallery catalogue.

12. All effort will be made to attribute the artist to any visual representation of their work in any published material, however the artist reserves the right to withdraw this right if their work is of a sensitive cultural nature.

13. James Cook University, School of Creative Arts and the Screengrab team do not take responsibility for the submission of works either in relation to the timely arrival of submissions or the correct file execution of submitted works. Any hard copy submissions will not be returned to the sender unless a return envelope is provided.