



2020 INFO PACKET

EMILY CARR UNIVERSITY OF ART + DESIGN

December 1 – 7, 2020

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KEY DATES

EMILY CARR UNIVERSITY OF ART + DESIGN

December 1 – 7, 2020

Sept 28	ECU registration opens, register at ecuad.ca/sas
Oct 12	ECU registration closes
Oct 16	Online workshops + publicity image submission page launch
Oct 30	Deadline for completion of workshops
Oct 30	Deadline for Stripe account creation
Nov 2	Shopify registration opens/inventory upload commences
Nov 15	Deadline for publicity image submission
Nov 20	Deadline for Shopify inventory upload
Nov 30	ECU community presale
Dec 1 – 7	Student Art Sale

Guidelines + Seller Responsibilities

Eligibility + Conditions

- Participants must be enrolled in a minimum of 6-degree credits at ECU and be in good financial standing with the university.
- Participants may only sell their own works. In the case of collaboration, each participant must be enrolled in a minimum of 6-degree credits at ECU, AND enrolled in the SAS.
- Participants falsely representing themselves by selling work that they have not made will have their work removed from the sale.
- Participants may not sell work that violates copyright or trademarks
- Participants must reside in Canada to take part in the virtual sale (due to customs issues, shipping costs, and delivery times)
- Participants must complete the 4-module online workshop component through Moodle.
- All sales must be completed through Shopify.

Registration

- Students who wish to participate are required to register by October 12, 2020.
- Space is limited to 200 students. A waitlist will be established for those who sign up after the cap has been reached.

Release + Consent Forms

- This year, along with the ECU Release Form, participants are required to sign a Consent Form that pertains to your data privacy on Shopify.
- The ECU Release Form allows the university to promote your work through social media channels, such as the SAS Instagram account as well as other university social media channels and/or the website.
- The submission page for publicity images will launch October 16 and close November 15, 2020; registered participants will receive an email with a link (see Social Media below).

Uploading Your Work

- All works must be uploaded to Shopify by November 20, 2020. Registered participants will receive detailed instructions in advance of November 2.
- In order to make the sale as successful and professional as possible, you are encouraged to include a bio or artist statement, and/or a website/IG URL on your page.

Packaging + Shipping

- Participants will be responsible for providing their own packaging materials, packaging works, printing shipping labels and delivering to Canada Post. (We'll cover this info in the workshop.)
- Shipping fees will be paid by buyers through the Shopify site.
- Participants will have three (3) business days from the time of purchase to the time that you are required to deliver works to Canada Post for shipping. (Example: customer purchases work on December 2 -- you will need to have your work at the post office ready to ship by December 7.)

Participant Fees

- The university will deduct 10% for total works sold, UP TO a maximum of \$35 to cover the administrative cost of the Shopify platform. ECU is covering all other platform design, consultation and administrative fees.

Social Media

- The official Instagram account for the Student Art Sale is [@emilycarr_sas](https://www.instagram.com/emilycarr_sas). If you're on IG, be sure to follow us and tag your works for reposting!
- The established hashtags for the sale are: **#buymoreart**, **#studentartsale** and **#emilycarrsas**. Other hashtags used with the sale include: #shoplocal, #supportthearts, #holidaysshopping and mediums like #illustration, #tableware, #industrialdesign, #jewelrydesign, etc.

Maximum Quantities + Sizes

Please refer to the guidelines below when gathering works to place in the Student Art Sale. The proposed sizes are equal to Canada Post standards for easy and cost efficient shipping.

PLEASE ENSURE THAT:

- Works submitted reflect your studio practice
- Thoughtful consideration is given to the production of works
- Works are suitable for a public sale at the university

DESCRIPTION	MAX SIZE	MAX # WORKS
CATEGORY A - Originals		
2D Originals	Up to 24" x 36"	40
	Up to 30" x 30"	40
	Up to 16" x 16"	40
Furniture	Up to 30" x 30"	40
	Up to 24" x 24"	40
Sculpture/Design	Up to 30" x 30"	40
	Up to 18" x 24"	40
	Under 18"	40
CATEGORY B - Editions		
2D Editions (Prints / Photos)	Up to 30" x 30"	40
	Up to 16" x 16"	40
3D (Ceramics / Sculpture/ Design)	Up to 30" x 30"	40
	Up to 18" x 24"	40
	Under 18"	40
	Dinnerware or molded	40
CATEGORY C - Smallwares		
Cards / Magnets / Buttons, etc. / individually packaged		40
Cards / Magnets / Buttons, etc. / packaged sets		40
T-Shirts / Clothing / Knitwear		40
Jewelry		40
Accessories		40
Books / Zines		40

*Sellers may submit up to a maximum of forty (40) pieces in all of the combined categories.

Workshops

Workshops have been redesigned to address the specifics of online sales and will discuss strategies and best practices along with providing useful tips and links. All genres of work will be covered including: painting, printmaking, photography, ceramics, wearable art, sculpture, housewares, cards, jewelry and more.

Once your registration has been vetted and approved, you will be able to participate in the mandatory 4-module workshop component via Moodle. These include:

- Pricing Your Work for Online Sales
- Photo-documenting your Work for Online Sales
- Creating a Stripe Account
- Packaging + Shipping Your Work

Workshops will be brief (15 min max) and there is no requirement to complete them in one session. They launch on October 16 and must be completed by October 30. Watch for an email with a link.

Questions? Contact us at sas@ecuad.ca. We look forward to working with you!