

Toronto Animation Arts Festival International Presents

taafi **ART
BOOK**

2016 Information Package

REGONLINE.CA/TAAFIARTBOOK2016

THE TAAFI ART BOOK

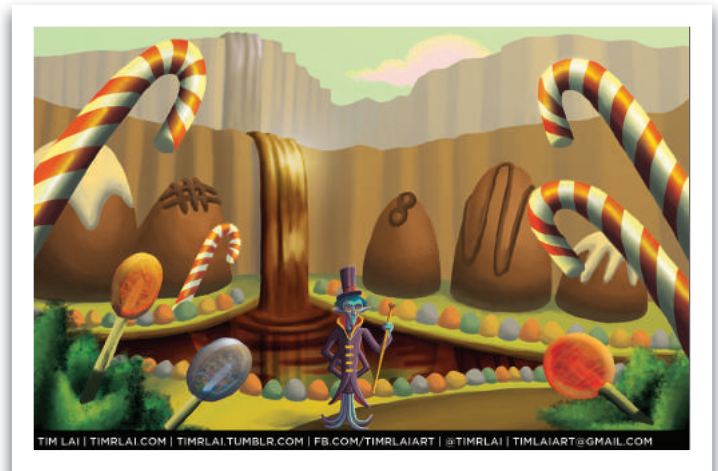
The TAAFI Art Book will be a keepsake and reference book, jam-packed with artwork by artists, illustrators, students, recent graduates and TAAFI 2016 guest speakers. The Art Book will be available for purchase by attendees throughout the festival and will showcase your work to the many visiting studios, recruiters, fellow artists, potential fans and the amazing general public!

For \$30, you get your art published in our Art Book, PLUS you get a printed copy!

Added bonus: If someone misses you at the event, they won't miss you or your contact info in the TAAFI Art Book. It will live on as a reminder of some of the great artists, students and exhibitors that took part in the best year of TAAFI yet!



TAAFI Art Book - 2014



TAAFI Art Book - One-Page Sample



TAAFI Art Book - Full Two-Page Spread Sample

THE TAAFI ART BOOK RATES

TAAFI ART BOOK PAGE TYPES	EARLY BIRD PRICING	REGULAR PRICING
Page Size:	(before March 1, 2016):	(after March 1, 2016):
One-Page: (8.5" wide x 5.25" tall)	\$24 + HST & service fees	\$30 + HST & service fees
Full Two-Page Spread: (17" wide x 5.25" tall)	\$40 + HST & service fees	\$50 + HST & service fees

Early Bird Deadline for TAAFI Art Book is **March 1, 2016** and closes at midnight. All artwork must be submitted online by that deadline to be eligible for the Early Bird Price.

ARTWORK SPECS:

To guarantee you have the right format, go to taafi.com/artbook and **download these .PSD files**, which have the exact size of the artwork required. Do not include bleeds, or contact information. All TAAFI Art Book files must be formatted properly or we cannot guarantee that your artwork will get into the book (horizontal landscape orientation, 300 dpi full-colour CMYK, .JPG format).

At the bottom of your image, **WE WILL** neatly add your contact information in white text over a black bar. You include this information when submitting, **DO NOT PUT IT ON YOUR ARTWORK**.

The separate characters you submit can include your name, email address, blog, website, Twitter handle, etc. Please fill it out exactly. See the example image for reference. Pages have 80 characters of contact info.

One-Page:

Horizontal (8.5" wide x 5.25" tall)
 2550 pixels wide by 1575 pixels tall
 No bleeds or contact info on art*
 Full-colour - CMYK
 300 dpi .JPG format
 *Supply 80 characters for your contact info

Full Two-Page Spread:

Horizontal (17" wide x 5.25" tall)
 5100 pixels wide by 1575 pixels tall
 No bleeds or contact info on art*
 Full-colour - CMYK
 300 dpi .JPG format
 *Supply 80 characters for your contact info

To apply for the TAAFI Art Book, submit a full-colour work to regonline.ca/taafiartbook2016.

Registration closes on **March 21, 2016** at midnight.



TAAFI ART BOOK FAQ

Q: Are all applicants accepted into the TAAFI Art Book?

A: Applicants will be accepted at TAAFI's discretion based on appropriate content and thematic fit in the realm of "animation arts."

Q: When do I find out if I have been accepted?

A: Early bird applicants will be contacted regarding their acceptance into the TAAFI Art Book by March 3, 2016. Regular applicants will be contacted by March 23, 2016.

Q: What do you mean by "animation arts?"

A: We consider "animation arts" to include anything ranging from Cartoons, VFX, Video Games, Comics, Toys, Caricature, Illustration, Painting, Apps, Interactive Design, Graphic Design, Voice Acting, Filmmaking, Broadcasting, Distribution, Animation Educators, to Film Festivals.

Q: How do I apply?

A: Please see the submission form at regonline.ca/taafiartbook2016.

Q: Who will receive a copy of the TAAFI Art Book?

Everyone who submits art to the Art Book will receive a copy, and visitors will also be able to buy the limited edition books at the festival. We'll also be giving away copies to every major studio, as well as emailing a FREE .PDF copy to EVERYONE on our TAAFI mailing list. What better way to get noticed by recruiters whether you are a student, illustrator or industry vet?!

Q: Can I purchase a TAAFI Art Book at the festival?

A: Possibly, but the only way to guarantee you'll get one is to submit artwork into it. Limited editions will be for sale at the festival for \$20.

Q: Who will be in the 2016 TAAFI Art Book?

A: For one, a lot of the TAAFI 2016 speakers: animator Eric Goldberg, Hanna-Barbera artists Willie Ito, Jerry Eisenberg, Tony Benedict, FX artist Michel Gagne, as well as leading designers and illustrators from the Canadian Animation landscape.

Q: Does buying a page in the TAAFI Art Book allow me access into the many talks, workshops, screenings and other events at TAAFI?

A: No. Please buy a pass to the weekend, or to workshops or BOTH at taafi.com.

Q: Other questions?

A: Email artbook@taafi.com.



ABOUT TAAFI:

Founded in 2012, Toronto Animation Arts Festival International (TAAFI) is a not-for-profit arts organization whose mission is to make Toronto the premiere international destination for animated arts and entertainment. TAAFI hosts an annual film festival and a variety of recurring industry and public events – creating unique opportunities to connect animation artists and enthusiasts, and transforming the way people create and view animation of all forms. Past TAAFI guests have included John Kricfalusi (Nikelodeon's *Ren & Stimpy*), Natasha Allegri (Frederator's *Bee and PuppyCat*) and Josh Cooley (Disney•Pixar's *Inside Out*).

For more information about TAAFI contests, subscriptions, and ticket sales:

Newsletter: taafi.com/subscribe

Facebook: facebook.com/atthetaafi

Twitter: twitter.com/thetaafi

