

MINNEAPOLIS
COLLEGE of ART and DESIGN

2024 ART SALE RESOURCE GUIDE

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NEW IN 2024



Based on feedback from MCAD community members (including participating artists, staff, faculty, contract workers, and volunteers), we have made several important changes to this year's Art Sale:

- + **Eligibility:** Only enrolled juniors, seniors, and all degreed alumni are eligible to participate. Alumni participation is limited and based on a first-come, first-served basis. Any academic dishonesty or rule violations will result in removal from the Art Sale.
- + **Copyright & AI Policies:** Strict policies on copyright infringement apply. Violators will be removed from the sale. AI-generated artwork must be clearly labeled and cited or it will be removed.
- + **Size & Weight Restrictions:** No artwork can exceed 5 feet in any direction or weigh more than 50 lbs. Exceptions require prior approval.

NEW IN 2024



- + **Condition & Readiness:** All hanging artwork must be "Gallery Ready," framed, or backed for hanging. MCAD will not frame artwork, and any work deemed too fragile, hazardous, or requiring special care will be turned away.
- + **Hanging Requirements:** Artwork should come ready to hang, with wire or wooden cleats preferred over D-rings or sawtooth hangers.
- + **Artwork Display:** Artists' work will be grouped together for a cohesive display. However, exceptions apply if the artwork requires different display methods (e.g., wall-mounted, boutique, shrink-wrapped items) or space is limited.
- + **Artwork Pickup:** After the sale, artists will de-install their grouped artwork, with staff available for assistance. After designated pickup dates, the remaining artwork will be moved to Gallery 148 for a limited time.

Read the the complete [Art Sale 2024 Participation Rules](#).

IMPORTANT DATES

From intent to participate, to picking up your artwork after the sale, there are several key dates to be aware of for Art Sale!



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Q&A Sessions:

Thursday, Sept. 26, noon–1:00 p.m., Virtual

Thursday, Oct. 10, noon–1:00 p.m., Virtual

Intent Closes: Friday, Oct. 25, 5:00 p.m.

Shrink wrap Services: Nov. 4–Nov. 9, 8:00 a.m.–9:00 p.m., Rm 118

Inventory Deadline: Saturday, Nov. 9, 9:00 a.m.

Artwork Intake:

Sunday, Nov. 10, 9:00 a.m.–4:00 p.m. (*Alumni preferred*)

Monday, Nov. 11, 9:00 a.m.–4:00 p.m. (*Student preferred*)

MCAD Art Sale:

Thursday, Nov. 21, 6:00–9:00 p.m. (*First Access Night*)

Friday, Nov. 22, 6:00–9:00 p.m. (*General Admission Night*)

Saturday, Nov. 23, 10:00 a.m.–3:00 p.m. (*Community Day*)

Artwork Pickup:

Saturday, Nov. 23, 4:00–8:00 p.m.

Sunday, Nov. 24, 10:00 a.m.–4:00 p.m. (*Alumni preferred*)

Monday, Nov. 25, 10:00 a.m.–4:00 p.m. (*Student preferred*)

WORK THE ART SALE

This event is only successful with the involvement of the entire MCAD community!

We are searching for dependable and motivated workers to assist throughout the event. If that sounds like you, we encourage you to review the information below and submit an application.



Available Positions:

- + Shrink Wrapper (11/04-11/11)
- + Front of House (11/21-11/23)
- + Floor Staff (11/21-11/23)
- + Back of House (11/21-11/23)
- + Installers (11/12-11/21) & De-installers (11/23-11/26)

[Student Worker Application](#)

[Alumni Worker Application](#)

[Lead Alumni Installer Application](#)

Application Deadline:

- + 10/04/24 for Shrink Wrappers
- + 10/12/24 for Installation Team
- + 10/28/24 for All Other Positions

Applicants must be degreed alumni or current students.

FAQ

I am registered, now what?

1. Refer to the list of key dates and add them to your calendar.
2. Start creating a plan of what to sell, and prepare your artwork for the sale.
3. Attend Art Sale Q & A's, or email artsale@mcad.edu if you have questions.
4. Review previous Professional Development sessions to feel inspired!
5. Upload your artwork for sale to the [online Art Sale inventory](#)
6. Shrink wrap any flat works November 4-9, (unframed works on paper - objects, framed pieces, stretched paintings etc. are not flat works)
7. Lock your inventory no less than 24 hours prior to intake.
8. Drop off and label your artwork at intake.
 - a. MCAD Main Gallery on Sunday, Nov. 10 (9:00 a.m.–4:00 p.m.) or Monday, Nov. 11 (9:00 a.m.–4:00 p.m.)
9. Share the sale with your network of friends, family, and followers (digital assets will be provided)!
10. Sit back and enjoy the Art Sale November 21-23.
 - a. All participants receive one free ticket to attend on Friday, November 22, 2024, 6:00–9:00 p.m. There will be a special Alumni Happy Hour from 5-6 p.m. before doors open.
 - b. All alumni attendees can purchase a discounted ticket for \$15 (limited to one) for attending the Art Sale on Friday, November 22, 2024, 6:00–9:00 p.m.
11. Pick up any unsold artwork November 23-25 at MCAD.
12. W-9 process to be shared next week

What percentage of sales goes to me?

- + 80% of sales go directly to you. The 20% from art sales and tickets go towards the event's operational costs (temporary wages, equipment, promotion/marketing, printing, and more); any additional funds go directly into The MCAD Art Sale Scholarship Fund, which awards on average 15-20 students annually.
- + The MCAD Art Sale is not a fundraiser. The Art Sale is for you to practice and hone your skills for an art buying audience. Whatever it is you are working on, we want to help find a way to help you sell it (*Paintings, illustrations, movies, t-shirts or branded clothing items, hats, buttons, stickers, notecards—just ask!*)

I am nervous about participating and find Art Sale confusing.

- + The Art Sale can be intimidating, especially if you have never participated before. Please, email artsale@mcad.edu and we would be happy to connect with you one-on-one to discuss any questions or concerns you may have. Art Sale is a great opportunity to try something new, and fine tune your professional development skills for an art buying market year after year.
- + Another great resource is your peers! Fellow students, alumni, or MCAD faculty and staff who have experienced Art Sale before would be happy to share their insights with you.

I am an international student. May I participate?

Unfortunately, international students can no longer submit work for the Art Sale due to legal restrictions. However, they are encouraged to apply for student worker positions.

Can I still participate if I don't live in Minneapolis or am out of town?

Yes! If you're unable to drop off your artwork in person, you can designate a proxy (such as a friend, family member, or classmate) to deliver your artwork on your behalf. Make sure they have all the necessary information to ensure a smooth process, and they understand how to label your artwork properly. Please note that artwork cannot be shipped to MCAD—you must have a proxy deliver it in person. If you or your proxy have any questions about delivering artwork, feel free to contact the Art Sale Team at artsale@mcad.edu.

How many pieces can I submit?

You can submit up to 20 pieces. If you are submitting multiples, we strongly recommend that you do not submit more than five of the same piece. Multiple quantities DO count toward your 20-piece limit. You will need to enter information for each multiple.

Can I restock my work if it sells?

We will no longer accept restocks.

What type of work should I submit and how should I price my work?

A great resource for this is your peers. Discuss with your fellow makers who have experienced success at the art sale. Whether staying traditional with a painting, building a chair, or creating your own greeting cards—if you can make it, we want to help you sell it! Additionally, we have prepared the following pricing data sheets:

- + [2023 Inventory & Sales Data](#)
- + [2022 Inventory & Sales Data](#)

The max price for student submissions is \$1,000, for alumni it is \$2,000.

Percentage sold by price on average in 2023:

- + Alumni average price sold: \$237
- + Students average price sold: \$69

Can I markdown prices down on my work if it does not sell the first day?

Yes, markdown your work by writing the new price clearly on your label (while avoiding making any marks on the barcode) with one of the special pens from Art Sale staff in the Exhibition & Studio Services office.

What is shrink wrapping?

Shrink wrapping will happen Monday, Nov. 4 through Saturday, November 9 from 8:00 a.m.-9:00 p.m. Drop off your artwork in Room 118 when it is ready for shrink wrapping. Pick up artwork 24 hours later in the hallway outside Room 118.

Shrink wrapping is the process of wrapping a flat artwork with a foam core backing and tight plastic wrap. All flat pieces (unframed works on paper - objects, framed pieces, stretched paintings etc. are not flat works) **MUST** be shrink wrapped. This is a free service offered by Exhibition and Studio Services that ensures protection for your piece and ease of packaging.

- + No wet paintings.
- + Charcoal drawings must be shrink-wrapped or covered to avoid smearing or rubbing onto other artists' pieces. They must also be fixed and dry before shrink-wrapping.
- + Flat canvas board must be shrink wrapped
- + Minimum size to shrink: 4" x 6" (inches)
- + Max to shrink: 3' x 5' (feet)

For student participants, **you must shrink wrap your artwork prior to intake.**

What is intake?

Intake is the process of dropping off your artwork to be sold at MCAD. Please lock your inventory no less than 24 hours prior to intake. Labels will be printed for you in advance.

Intake is hosted in Main Gallery at MCAD:

- + Sunday, Nov. 10, 9:00 a.m.–4:00 p.m. (Alumni preferred)
- + Monday, Nov. 11, 9:00 a.m.–4:00 p.m. (Student preferred)

Intake appointments will be available to help the process go smoothly. Although we recommend signing up for an appointment, it is not required.

If you are unable to drop off your artwork during these dates, please contact artsale@mcad.edu and we will try our best to accommodate.

Do I have to frame my artwork?

Artwork submissions do not need to be framed. If you choose to frame your artwork, make sure your price point reflects the cost of the frame. Many use ikea frames, build their own, or you can check out great alumni resources like Hannah Farrell '18 and Janet Mason '18 who have opened [The Fr4me Shop](#), with a mission to provide affordable artist framing using an innovative business model.

How will I be able connect with buyers?

- + Participants cited a noticeable uptick in website and social media traffic as buyers were able to link from the Art Sale site to artist included links. You will be able to include this information when you upload inventory.
- + Remember to include business cards, or thank you messages tucked into the back of a frame, attached to a label, or shrink wrapped with your piece. This small gesture, allows you to build relationships with customers.

Can I print items for sale at the Service Bureau, and what paper do you recommend printing on?

- + The MCAD Service Bureau is a campus facility dedicated to educating and empowering our students, faculty, and staff in their print production needs. We provide professional print and production services like color and black-and-white copies and laser prints; color inkjet prints up to 44" wide comprehensive, scanning, bookbinding, vinyl cutting, Risograph printing, and more at a highly affordable price.
- + The team provides professional production services and educational opportunities to all students, faculty, and staff. To encourage participation and learning, we also offer instruction on production techniques through demos, self-service machines, and workshops.
- + Visit serviceb.mcad.edu for more resources. Or [make an appointment to discuss your project!](#)

When will I get paid from sold artwork?

- + Artist payment checks will be issued soon after the semester ends. Payment checks will be sent to the address listed on the W-9 form. However, your LEGAL name in the inventory must match your W-9 form to get paid. Failure to submit the correct information appropriately will result in a delayed check.
- + If you have more than \$600 in sales, you will receive a separate 1099 form for tax filings in the new year.
- + MCAD is closed between December 21 through January 1 and cannot process rush requests.

What if I don't sell any artwork?

- + Selling your artwork is a vulnerable process, just because your artwork didn't sell or you sold less than expected doesn't say anything about your incredible talents. Sometimes, artwork sells better in-person vs. online and that is one of the reasons we are adding additional years of participation.
- + Most importantly, the Art Sale is an opportunity for you to experiment selling your artwork, and learn valuable professional development skills. Don't compare yourself to others. Some of our top sellers took years to fine tune their art selling process.
- + If you have suggestions on how your artwork could be better represented for selling, please email artsale@mcad.edu, we would love to hear your thoughts.

Artwork Pick Up

- + Saturday, Nov. 23, 4:00–8:00 p.m.
- + Sunday, Nov. 24, 10:00 a.m.–4:00 p.m. (Alumni preferred)
- + Monday, Nov. 25, 10:00 a.m.–4:00 p.m. (Student preferred)

This year, since the artwork will be grouped by artist, your pieces will remain in their designated groupings during pickup. You are required to de-install your own artwork once the sale has concluded. Note that there will be zoned assistance if you are uncomfortable or unable to do it yourself. This decision was made to protect your work from additional damage during pickup.

After the specific pickup dates, all remaining artwork will be de-installed and consolidated in Gallery 148 for a limited period of time. You will need to collect your artwork during this time, as pieces cannot be stored indefinitely.

If you are unable to attend the pickup, a proxy (such as a friend, family member, or classmate) can retrieve your artwork on your behalf. Please ensure they have all the necessary information for a smooth pickup process.

PROFESSIONAL DEVELOPMENT RESOURCES

Professional Development Mini-Workshops were designed for current students and alumni participating in the Art Sale. The information will be relevant to anyone trying to build an online presence and develop relationships with art buyers! Click the links to watch the recorded sessions.



[Making a First Impression that Lasts](#)

Featuring Teresa Audet '11

- + Learn how to prepare your artwork for buyers, from self-promotion to framing hacks to expressing gratitude. You will learn the secrets to building a satisfied online client base at the Art Sale and beyond.

[The Selling Power of Social Media](#)

Featuring Alanna Stapleton MFA '18 and MCAD Social Media Specialist Canaan Mattson

- + Learn how to confidently navigate the modern way to showcase your work to potential buyers. You'll hear insider tips and tricks on sharing your process and converting followers to buyers, and find out how to leverage MCAD's social media to amplify your message.

[Cell Phone Photography: The Busy Artist's Best Friend](#)

Featuring Forrest Wasko '17

- + Forget what you learned: you can document your artwork with your camera phone—and make it sell! You will learn how to thoughtfully document artwork to provide vibrant and realistic images for an online marketplace from the self-proclaimed “King of Lazy Art Documentation”.

How should I document my work?

Documentation is incredibly important when selling work online. There are a few great video resources available to you! The Media Center has created a [video guide to documenting artwork](#) using the MCAD Gray Studio. For those of you who want to learn how to properly light your artwork and shoot in the gray studio (or at home) this is a great learning resource. If you do not have access to photography equipment check out this video created by MCAD Admissions on [documenting your artwork at home](#) using a cell phone!

You will be able to upload 3 images (png, gif, jpg, or jpeg), with a 3 MB limit per artwork. Visible below, is an amazing example from alumni participant and painter, Sara Suppan '15. Sara has included three images of the painting—a close up, detailed view, and a final image demonstrating size spatially. The images, are color balanced, in focus, and provide buyers with an accurate vision of what they would be purchasing.



THANK YOU!

The 2024 Art Sale Resource Guide is a living document.
If you would like to see a question added or clarified, please email
artsale@mcad.edu and we will get back to you with an update!