Virtual Fashionista’s 2013 Styling Contest OFFICIAL RULES

1. SPONSOR. THE ART INSTITUTE OF PITTSBURGH - ONLINE DIVISION, 1400 Penn Ave Pittsburgh, PA, 15222, sponsors this Contest. Sponsor reserves the right to cancel the Contest at any time and/or substitute another promotion in its place.

2. ELIGIBILITY. The Contest is open to part-time and full-time students who are currently enrolled in the Fashion Retail Management program at The Art Institute of Pittsburgh - Online Division.

3. CONTEST PERIOD. The Contest will accept entries during a 61 day period. The Contest begins at or about 9:00:01 AM (EST) September 1, 2013 and ends at 11:59:59 PM (EST) October 31, 2013. All entries must be received by 11:59:59 AM (EST) October 31, 2013. The winner will be announced at or about 12:00:01 PM (EST) November 15, 2013.

4. ENTRY REQUIREMENTS.
   
   - One entry per person will be accepted. You may enter by submitting your completed digital file by email to Ms. Joleen Koehly, the Virtual Fashionista’s Faculty Advisor, at jkoehly@aii.edu. Files must be in JPEG format the picture dimensions should be 217 by 326 pixels. Entries will only be accepted from September 1, 2013 through October 31, 2013.

   - Entries must be labeled “Virtual Fashionista’s 2013 Styling Contest”. In the lower right hand corner of the photo on one line in 8pt type the name of the person creating the fashion look for the photograph known as the Stylist and the person who captured the photo through film or digital means, known as the Photographer must be clearly visible. For example:

     Stylist: Joleen Koehly   Photographer: Joleen Koehly

   - Contestants will style a self-directed fashion shoot.

   - Contestants are responsible for getting a model. The “model” can be the student, a friend, a family member, dress form, mannequin or what is known in the industry as a “scarecrow” where clothes and/or accessories are laid out in a creative and attractive manner that showcases the clothing but does not require a physical model or three dimensional form.
Students are responsible for providing their own photographer, it can be the student entrant who is responsible for the fashion look of the photograph, and is known as the Stylist also capturing the image and therefor also know as the Photographer, but the student Stylist may use another person to capture the image as the Photographer.

The fashion merchandise displayed can be clothing or accessories but it must constitute a full look that tells a fashion “story” in a creative and original manner.

Clothing and/or accessories must be directly styled and photographed by the student and his/her photographer and can not be captured from online sources.

Photos must be Files must be in JPEG format the picture dimensions should be 217 by 326 pixels.

Photographs may be touched up or enhanced by use of a photography editing program such as Adobe Photoshop.

Model releases must be signed and submitted with the contest entry. The Model release form can be found at https://www.dropbox.com/s/zjfbcu737mmqb8x/Model%20Release%20VF%202013.docx

All students must submit a Photographer’s release form, even if the student themselves is the Photographer. The Photographer release form can be found at https://www.dropbox.com/s/pz7gvzzg7ufrl7/Photographer%20Release%20VF%20202013.docx

Entries with live models that are not accompanied by a signed model release form will not be considered as official and will not be judged by the panel.

Entries not accompanied by a Photographer’s release form will not be considered official will not be judged by the panel.

If for any reason you can not download the release forms Email Ms. Koehly at jkoehly@aii.edu for either or both model and photographer release forms.

- Submitting an entry constitutes agreeing to the terms of these Official Rules and all decisions of Sponsor, which are final and binding in all respects. Sponsor is not responsible for incorrect, inaccurate or incomplete entry of information or
for entries which are garbled, damaged, incompletely received, otherwise
defective or lost due to any reason, all of which will be voided.

5. **PRIZES.** The first prize winner will receive a $100.00 Amazon gift certificate and will be published
as the new Avatar for the AiConnections Virtual Fashionista Club Page. The first runner-up will
have their picture published as the new Avatar for the FRM Department Page. Winners will also
receive a certificate signed by the Judges’ panel suitable for inclusion in the student’s graduation
portfolio. Three runner’s up will receive certificates of accomplishment. Contest is void if
there are less than 10 entries.

6. **SELECTION PROCESS.** Prize Winner will be determined by a judge’s panel consisting of the
Online Program Director, The Art Institute of Pittsburgh – Online Division - Assistant Online
Program Director &Senior Full Time Faculty Members for the Fashion & Retail Management
Program at The Art Institute of Pittsburgh- Online Division. The winner will be determined by the
panel of judges based on the creativity and professionalism of the entries. Sponsor’s decisions
are final, binding and conclusive on all matters related to the Contest. Winners will be contacted
by email at their primary email addresses. If a contacted Prize Winner does not reply within
seven (7) days of initial communication, or refuses to accept the prize, the potential Prize
Winner will be disqualified and an alternate winner will be selected. Sponsor shall have no
liability or responsibility to award any prize where: (a) any required Entry requirements are not
fully executed and received by Sponsor by the due date specified in these official rules; or (b)
potential Winner is deemed ineligible or otherwise non-compliant with any aspect of these
Official Rules. ANY VIOLATION OF THESE OFFICIAL RULES BY ANY WINNER (AT SPONSOR’S SOLE
DISCRETION) WILL RESULT IN SUCH INDIVIDUAL’S DISQUALIFICATION AS A WINNER AND ALL
PRIVILEGES DUE SUCH INDIVIDUAL WILL BE IMMEDIATELY TERMINATED AND AN ALTERNATE
PRIZE WINNER WILL BE SELECTED.

7. **CONDUCT.** By entering this Contest, each entrant agrees to be bound by these Official Rules and
by the decisions of the Sponsor and its judges and agents, which are final and binding in all
matters relating to the Contest. Sponsor reserves the right at its sole discretion to disqualify and
prohibit any Entrant from participating in the Contest or winning a prize who Sponsor suspects,
in the sole discretion, of attempting to undermine the legitimate operation of the Contest by
cheating, hacking, deception, or other unfair playing practices (including the use of automatic
quick entry programs) or intending to annoy, abuse or threaten or harass any of the Sponsors' representatives or otherwise failing to comply with these Rules. NOTE: ANY ATTEMPT BY AN
ENTRANT OR ANY OTHER PERSON TO DAMAGE ANY WEBSITE ASSOCIATED WITH THE SPONSOR
OR ITS AGENTS OR UNDERMINING THE LEGITIMATE OPERATION OF THE CONTEST IS A
VIOLATION OF CRIMINAL AND CIVIL LAW, AND SPONSOR AND ITS AGENTS RESERVE HE RIGHT
TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.
8. **RELEASE OF LIABILITY.** Winner, by acceptance of the prize, agrees on behalf of him/herself, his/her heirs, executors, representatives, assigns, administrators and next of kin to indemnify, hold harmless and release the Sponsor, subsidiary and affiliated schools and businesses and each of their officers, directors, shareholders, employees, advisors, assignees, agents, representatives and any other person or entity associated with this Contest from any and all liability claims or actions of any kind with respect to or in any way arising from this Contest, participation in any Contest-related activity; and/or delivery/misdelivery, acceptance, possession, use, or misuse of a prize, including, but not limited to, liability for personal injury, bodily injury (including wrongful death or disability), damage to property, and damage or loss of any other kind. Sponsor is not responsible for any incorrect or inaccurate information, whether caused by Website users or by any of the equipment or programming associated with or used in the Contest or by any technical or human error that might occur in the processing of Contest.
Model Release

This Agreement is between __________________________ (put your name here) (“Stylist”) and the following persons: __________________________ (Put in name or names of Model (Model) here) __________________________

In consideration of the engagement as a model, and for other good and valuable consideration herein acknowledged as received, I hereby grant to - __________________________ (Stylist’s name here), his/her legal representatives, heirs and/or assigns, those for whom Stylist is acting, and those acting with his/her authority and permission (collectively “Stylist”), the absolute right and permission to copyright and use, reuse, and publish, photographic portraits or pictures of me or in which I may be included, in whole or in part, or composite or distorted in character or form, without restriction as to changes or alterations, in conjunction with my own name, or reproductions thereof in color or otherwise, made through any medium, and in any and all media now or hereafter known, for the Art Institute of Pittsburg Virtual Fashionista’s 2013 Styling Contest. I also consent to the use of any printed and digital matter in conjunction therewith.

I hereby waive any right that I may have to inspect or approve the finished product or products or the advertising copy or printed matter that may be used in connection therewith or the use to which it may be applied.

I hereby release, discharge and agree to hold harmless The Art Institute of Pittsburg and Stylist from any and all liability that has or may occur or be produced in the taking of said pictures or any subsequent process thereof, as well as, any publication thereof.
I acknowledge that I am at least 18 years old, and have the right and ability to consent to the terms herein, and further, that I e am authorized and able to sign on behalf of the persons listed above as Model.

I have read, understood, and agree to the terms of this Release. I understand that I am or may be giving up certain legal rights by signing this Release.

Date: __________________________
Printed Name: __________________________
Signature: __________________________
Address: __________________________
Photo Release

This Agreement is between ____________ (put your name here) ("Stylist") and the following person: (Put in name or name of Photographer here) ____________________________

In consideration of the engagement as a Photographer, and for other good and valuable consideration herein acknowledged as received, I hereby grant to -___________(Stylist’s name here), and The Art Institute of Pittsburg for whom Stylist is acting, and those acting with his/her authority and permission (collectively “Stylist”), the absolute right and permission to use, reuse, and publish, photographic portraits or pictures taken by me, and in any and all media now or hereafter known, for the Art Institute of Pittsburg Virtual Fashionista’s 2013 Styling Contest . I also consent to the use of any printed and digital matter in conjunction therewith.

I hereby waive any right that I may have to inspect or approve the finished product or products or the advertising copy or printed matter that may be used in connection therewith or the use to which it may be applied.

I hereby release, discharge and agree to hold harmless The Art Institute of Pittsburg and Sylist from any and all liability that has or may occur or be produced in the taking of said pictures or any subsequent process thereof, as well as, any publication thereof.
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Date: ___________________________________________
Printed Name: _________________________________
Signature: _________________________________
Address: ________________________________