



# Entering Shows

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## The Fine Print

# Why digital?

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- Slide projectors are dinosaurs
- Jurors like digital
- Most regional/national shows require digital entries
- With the right equipment and know-how, you can take your own pictures!

# Now to the fine print...

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- “All entries are in digital format”
  - How do you do it?
    - Take a picture with a digital camera
    - Have it taken professionally (see resource list in last slide)
    - If you already have a slide, have it converted to digital.

# More on Photographing Your Work

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- For best results, you will need
  - A 10-megapixel camera
  - Professional lighting (2 sources on stands)
  - A tripod
  - An easel that will hold your painting exactly straight and level
- Can you get away with less than “best?”
  - Yes, but you may place your art at a disadvantage if the quality is not high enough
  - Either learn and equip yourself to do it right, or have it done professionally.

# Cropping Your Image

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- Nothing looks less professional than extraneous background showing around the edges of your image.
- With most photo editing programs, you can easily crop out the background. Do not crop the painting itself.
- Do NOT expect the Exhibit Coordinator to do this for you! We will no longer accept images with background or frames showing!

# More on Cropping

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- How do you crop your image?
  - In your photo editing software (iPhoto, Photoshop, etc.), look for your “crop tool.”
  - With the crop tool, drag the tool across the image from one corner diagonally to the other corner. This creates a box around your image.
  - Adjust the box on each side so that it includes the painting but not the background.
  - When you are happy with the cropped image, click the button that completes the cropping operation (varies with the program you’re using).
  - This is really easy when you learn how to do it!

# Image Dimensions

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- “Image must be no larger than 1024 pixels on longest side.”
  - Why is this important?
    - This limits the size of your picture file so that it’s easier to email and download.
    - It makes all entered images consistent, making it easier for the juror to view and judge fairly

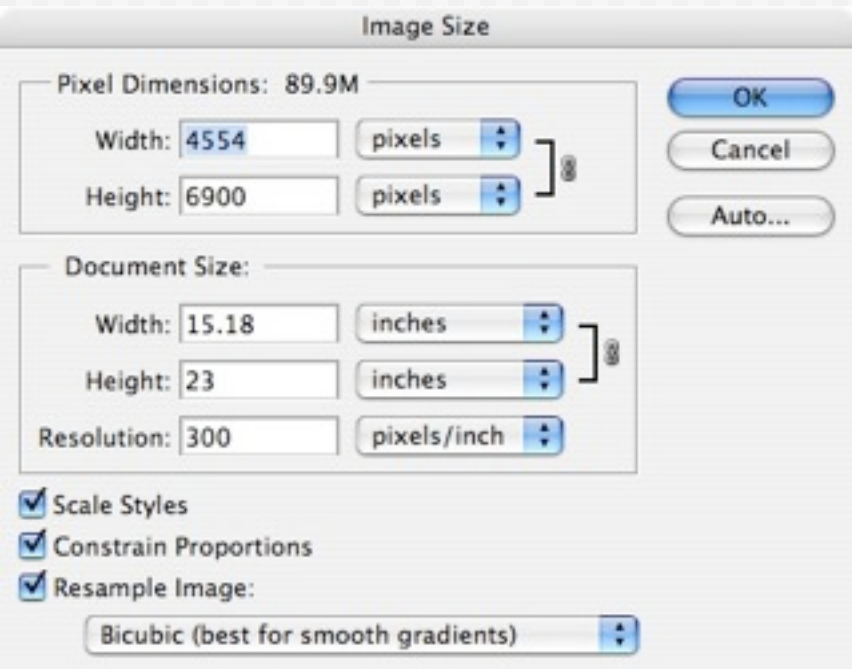
# Image Dimensions Cont'd

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- How do you find and change the size?
  - Open your picture image in a program like Photoshop that allows you to edit images
  - Click on the “Image” pull-down menu
  - Click again on “Image Size”
  - You should see a box that looks similar to the next slide

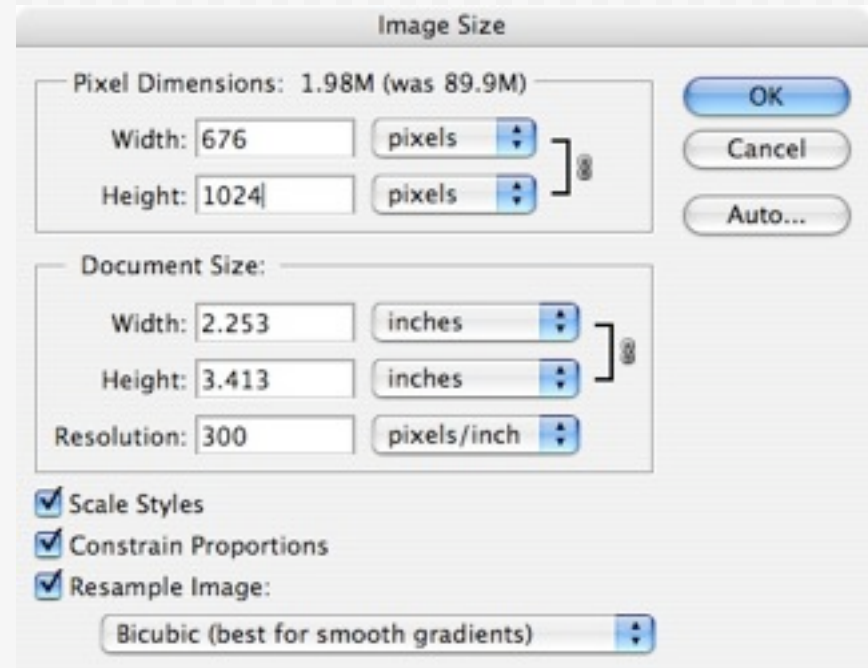
# Image Size Box

- The pixel dimensions for this image are 4554 wide x 6900 high
- To comply with the entry requirements, I need to change the “longest side” (6900) to 1024
- To do so, I put the cursor in the box that says 6900, click and drag the cursor to highlight it, then type 1024
- See what happens...



# Image size

- Note that the width automatically changed
- Under the “Document size” box, the width and height in inches also automatically changed
- The resolution (300) did not change, and that’s good because you want a high resolution image!
- Make sure the “constrain proportions” box is checked!



# More about “Resolution”

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- To enter shows, you want your image to be 300 pixels/inch
  - How do you do it?
    - Adjust your camera settings if possible
    - Have your painting photographed professionally
  - If you start with an image that is, say, 72 pixels/inch and try to increase it to 300, it will not work well and will not show your work to best advantage.

# Side note on “Resolution”

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- If you are posting images on the Web, always lower the resolution to 72 pixels/inch to deter thieves who might want to steal your image and reproduce it.

# More Fine Print

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- “File format must be .jpg” (or JPEG)
  - Why is this important?
    - Again, if all images being viewed by the juror use a consistent file format, it will be easier
    - You also save the Exhibit coordinator time and effort if you follow the instructions!
  - How do you do it?
    - Most photo editing software will allow you to click “save as” and choose a file format, which could include other formats like TIFF, PICT, PDF, etc.
    - Be sure to select “JPEG”

# More Fine Print

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- “Name the .jpg file with the first 3 letters of your last name, entry number, title of painting.”
  - Why is this important?
    - If the juror wants to go back and take another look at your image, it’s easier to find one that makes sense, like “MAK01stormpast.jpg” rather than “GR3X3265.jpg,” which is the way it may be named when you get your CD from the photographer.
    - Plus, it saves your Exhibit Coordinator a ton of time and effort!

# Changing the File Name

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- How do you change the file name?
  - Open the picture file in just about any program that will let you view it
  - Click on “save as”
  - Highlight and delete the current name, if it’s something like “GR3X3265.jpg” and then type your file name according to the instructions in the call for entry

# More on File Names

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- What do they mean by “Entry Number?”
  - You are usually allowed to enter up to three paintings.
  - On the entry form there are places to write three painting names.
  - You can write them in any order you wish.
  - The first one is your number “01.” The second is “02.” And your third is “03.”

# More on File Names

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- Different shows have different naming requirements so read the CFE carefully.
  - Western Fed 2010 example: “Society initials, first four letters of artist’s last name, painting number (1,2,3), painting title (short versions please), .jpg extension” This might look as follows:

**UWSMart1MakingMemories.jpg**

for UWS member Sue Martin’s painting titled “Making Memories With Mom”

# More Fine Print

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- “Receipt of emailed entries will be acknowledged. If you do not receive a response, it is your responsibility to make sure we have received your entry.”
  - Why is this important?
    - Mysterious “cyber disappearances” do happen.
    - The Exhibit Coordinator can’t read your mind...if she doesn’t receive it, how can she know you sent it?
  - What do you do?
    - Watch your email for a message letting you know your entry was received. If you do not see such an email within a day or two, email or call the Exhibit Coordinator.

# More Fine Print

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- “Include stamped, self-addressed envelope if you wish to be notified by mail. For return of CD, use appropriate size mailer and proper postage.
  - Why is this important?
    - A CD does not fit into a business-size envelope.
    - The PO will not return your CD for 44 cents, or whatever one stamp costs these days.
    - If you do not provide appropriate envelope and postage, you will be notified by email of show results and you may pick up your CD at the next UWS meeting. If that’s OK with you, you can skip the self-addressed envelope!

# More Fine Print

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- “If joining UWS or renewing, include SEPARATE payment in the amount of \$35.”
  - Why is this important?
    - When entry fees and membership fees are in the same check, it’s an accounting nightmare!
    - Your membership fee must be accompanied by a membership application.
    - We don’t want to lose your membership in the shuffle!

# More Fine Print

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- “All paintings must be original - conceived and created by you. No work produced under instruction, or copies of another’s work or of copyrighted references will be accepted. Work using photographs other than the artist’s own is not considered original.”
  - Why is this important?
    - Competition is fair only if it is your own work, without the advantage of an instructor’s helpful hand or feedback

# More on “Original Work”

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- Possible exception
  - Working from a family photo reference (i.e., your daughter’s snapshot of your grandson, as long as your daughter is not a professional and has given permission to use the photo)

# More Fine Print

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- “All works must be on natural or synthetic paper or paperboard...”
  - What does this include?
    - Natural – uncolored paper that you paint/color yourself
    - Synthetic – Yupo is acceptable
    - Paperboard - Illustration board is acceptable

# More on Support and Media

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- “...rendered in water media and unvarnished. No clayboard or canvas. No water based oils.”
  - What does this mean?
    - Water media - watercolors, including wc crayons, pencils, or sticks; acrylic; gouache
    - Unvarnished - no gloss or matt varnish that would allow presentation without glass and frame (some shows make an exception to this)

# More on Media

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- “....Collage must be original water media paper.”
  - What does this mean?
    - Original water media paper - rice paper, masa paper, or other unpainted paper is fine. Paper that comes to you painted, decorated, printed embossed, is not acceptable.

# More on Media

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- “Mixed media/collage must be at least 75% water based media. If pastel, ink, crayon, collage, etc., is used, for example, it must be in conjunction with water media and not be the dominant element. No digital art.”
  - What does this mean?
    - If your painting appears to be mostly ink or pastel (more than 75%), it could be challenged by the Exhibit Coordinator or the Juror.
    - No digital art - Don't paint on top of a digital print, even if it is your own image.

# Exception to Media Restrictions

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- Annual Mini Show
  - Artists are encouraged to experiment with new materials and supports (even unframed canvas or clayboard)
  - We want you to play and experiment and stretch the perceptions of “water media” in the Mini Show!

# More Fine Print

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- “Unframed image may be no smaller than 10” in any direction. Framed work may be no larger than 44” in any direction.”
  - Why is this important?
    - Regional/national shows usually require larger paintings; we want our members to have that experience.
    - Since many exhibit venues are limited in space, we limit framed sizes so that we can include more paintings.

# More Fine Print

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- “Work selected for the exhibition must remain for the duration of the show. Artists may not substitute another work for an accepted work nor withdraw the work once accepted. Artists who do withdraw work may not enter future UWS shows for two years.”
  - What does this mean?
    - Do not enter the same painting in two shows with the expectation it will be available for both (or suffer the consequences!).

# More Fine Print

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- “UWS reserves the right to refuse, upon arrival, any piece of unacceptable quality not discernible in the digital image, improperly framed, or damaged in shipment. The juror’s decision is final.”
  - What does this mean?
    - If you do more work on your painting after entering the digital image, or
    - If you have “enhanced” your digital image significantly, or
    - If your frame or mat does not meet show specifications, or
    - If your frame is damaged,
    - The juror or exhibit coordinator may decide not to hang your work.

# More Fine Print

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- “Accepted paintings must be ready to hang with wire supports.”
  - Why is this important?
    - It’s easier for the gallery to work with paintings that are consistent in the way they’re prepared for hanging.
    - Wire, attached to the frame with screw eyes or D-rings, approximately 1/5 of the height from the top, is the most common gallery requirement.

# More on Framing

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- “For this show, mats may be colored; however white or off-white is recommended; colored liner is acceptable.”
  - Why is this important?
    - Consistent matting lends consistency to the overall show.
    - Simple white or off-white (not beige) matting tends to show off art to best advantage.
    - Some judges/jurors have a strong preference for simple, clean, matting and framing.
    - Regional and or national shows tend to prefer white or off-white mats.
  - Note that these specifications can change with each show, so read the CFE carefully!

# More on Framing

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- “Please use stable backing material. Simple frames and Plexiglas™ preferred but not necessary.”
  - Why is this important?
    - An archival backing protects your art and could make a difference in a prospective buyer’s decision.
    - Simple frames do not distract from the art. Some shows have strict frame requirements.
    - Some shows are more strict about Plexiglas™ especially if your painting is large and/or if you are shipping it.

# Completing the Form

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- The Call for Entry Form generally has four main sections. You are responsible for completing ALL sections!
  - Why is this important?
    - It saves the Exhibit Coordinator huge amounts of time and energy!
    - It reduces possible errors in our recordkeeping.

# The CFE Form - Part 1

Artist Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*PLEASE PRINT OR WRITE CLEARLY*

Artist: \_\_\_\_\_ Email \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

City: \_\_\_\_\_ State UT ZIP \_\_\_\_\_

Phone: \_\_\_\_\_ Alt Phone: \_\_\_\_\_

If Student:  
\_\_\_\_\_

# The CFE Form - Part 2

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- Member (\$10 per entry)
  - Non- Member (\$15 per entry)
  - Student (\$ 5 per entry)
- \_\_\_\_\_New Member (\$35 enclosed; \$20 for STUDENTS)
- \_\_\_\_\_Renewing Member (\$35 enclosed)
- Encl: \$\_\_\_\_\_check no
- Membership \$\_\_\_\_\_check no

Note that the entry fees may be different for each show.

# The CFE Form - Part 3

If accepted, I will: <input type="checkbox"/> HAND DELIVER <input type="checkbox"/> SHIP PAINTING		Price	Image (HxW) No smaller than 10" on any side	Medium
Title/file name	"Inspired by" Book/author			
#01				
#02				
#03				

# The CFE Form - Part 4

**UTAH WATERCOLOR SOCIETY 2009 FALL MEMBER EXHIBITION – Notification of jury results**

*Fill in information but DO NOT DETACH FROM TOP SECTION.*

Artist's Name: \_\_\_\_\_

Entry #1 Title \_\_\_\_\_

Entry #2 Title \_\_\_\_\_

Entry #3 Title \_\_\_\_\_

**FOR UWS USE ONLY**

Accepted	Declined

Make sure your titles here match the titles on the other part of the form.

# Hooray, you were accepted!

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- Once accepted, it is your responsibility to get your painting(s) to the gallery on time!
- If you forget, your painting might not be accepted late - it will be up to the gallery.
- Note that some galleries require all paintings to be for sale; some will allow paintings not for sale (NFS).
- If your painting is in the show, do not sell it “under the table,” depriving the gallery of its commission. If someone sees your painting in the show, the gallery deserves the commission.

# Why all the Fine Print?

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- We receive dozens of questions about each exhibit. Each time, we “tweak” the CFE to try to answer as many questions as possible and eliminate misunderstandings.
- The CFE gets longer (more fine print) with each tweak!
- Will we ever get it right? Probably not!

# When in doubt...

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- Ask questions!
- Call the people listed in the CFE.
- Do NOT make assumptions that something out of the ordinary is acceptable and risk having your painting rejected at the last minute!