



# NAWA

National Association of Women Artists, Inc.

*Empowering Women Artists Since 1889*

# ENTRY HELP!

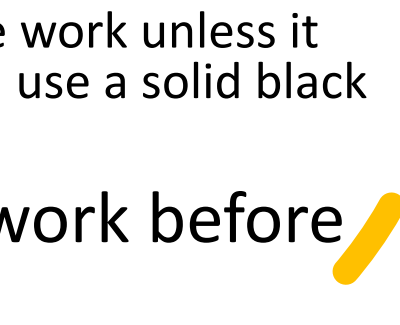
Prepare your NAWA Exhibition Entries

See appendix for Adobe/PC instructions



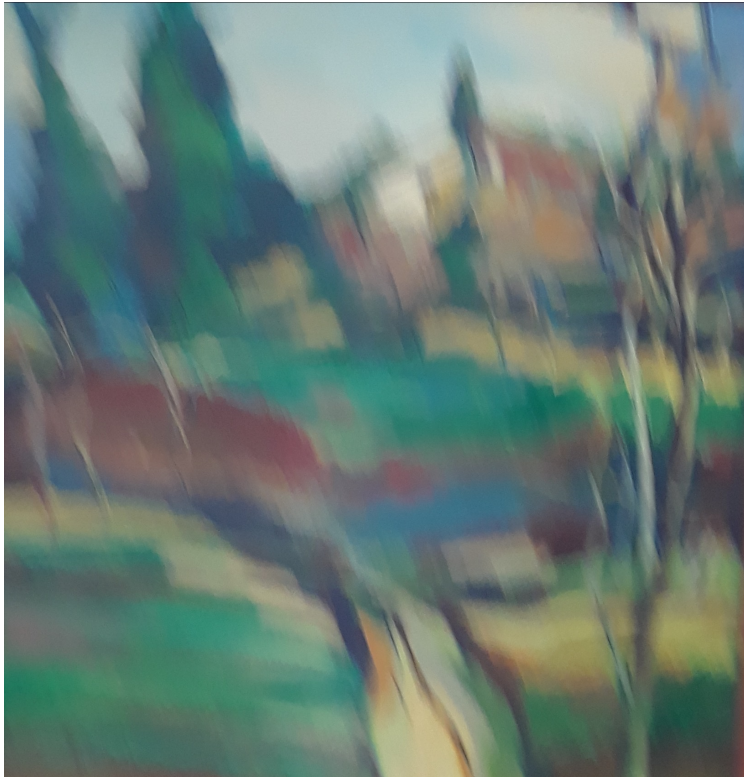
# GETTING STARTED

## Photographing your artwork- options and ideas

- Hire a professional OR
  - Use your cellphone or camera
    - **Check lighting** for extraneous shadows- shadows on artwork will hurt your chances of acceptance, unless shadows define volume or depth of artwork
    - Crop your photos either as you take them, or afterwards, but make sure **all background is excluded-**
      - No frames, unless it is part of the artwork
      - No floors, rugs, walls or other extraneous background that is in the photo
      - No white (or other) edges around the work unless it has an irregular shape, in which case, use a solid black or white background
  - When possible, photograph the work before you sign it
- 

# Pitfalls to avoid: Clear/Blurry

Unacceptable



Acceptable





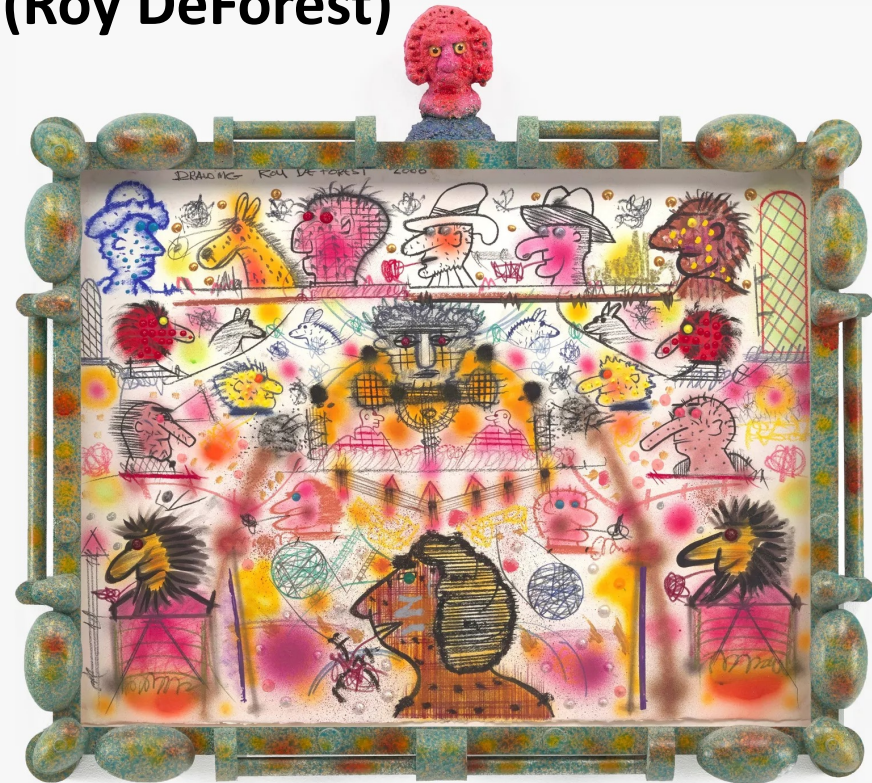
# Pitfalls to avoid: do not include a frame

Rejected due to frame in image  
(John Constable)



Accepted due to frame as part of artwork

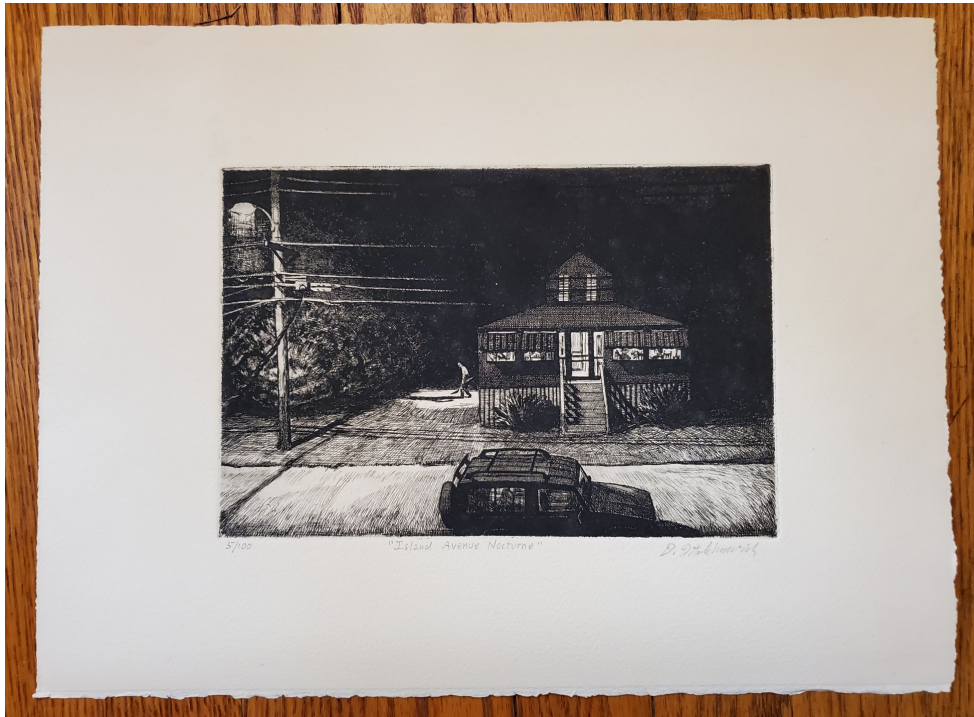
(Roy DeForest)





# Pitfalls to avoid: extraneous background or poor cropping

Rejected due to extraneous background

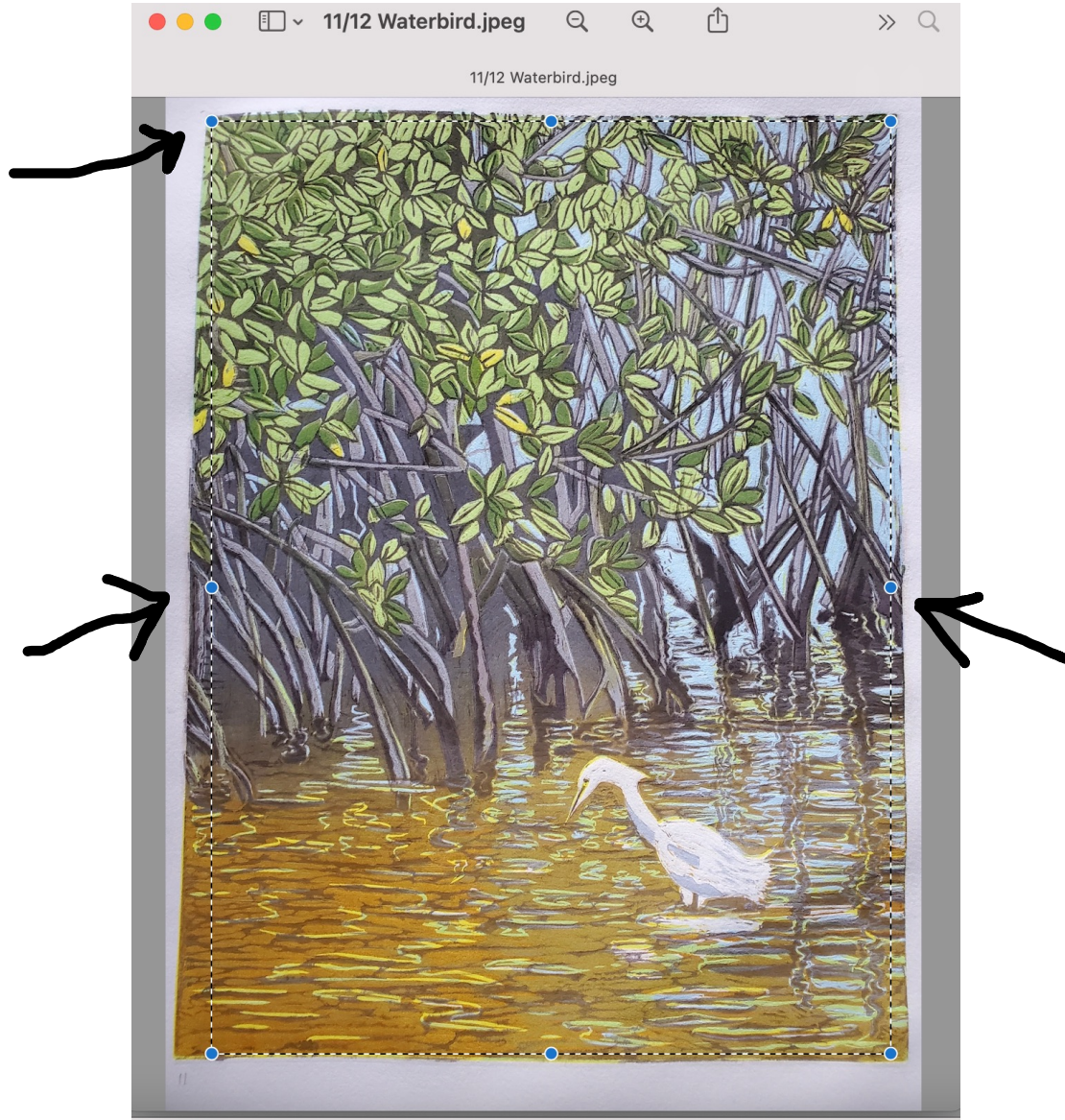


Accepted for jurying  
(correctly cropped)





# How to crop a photo (Mac)

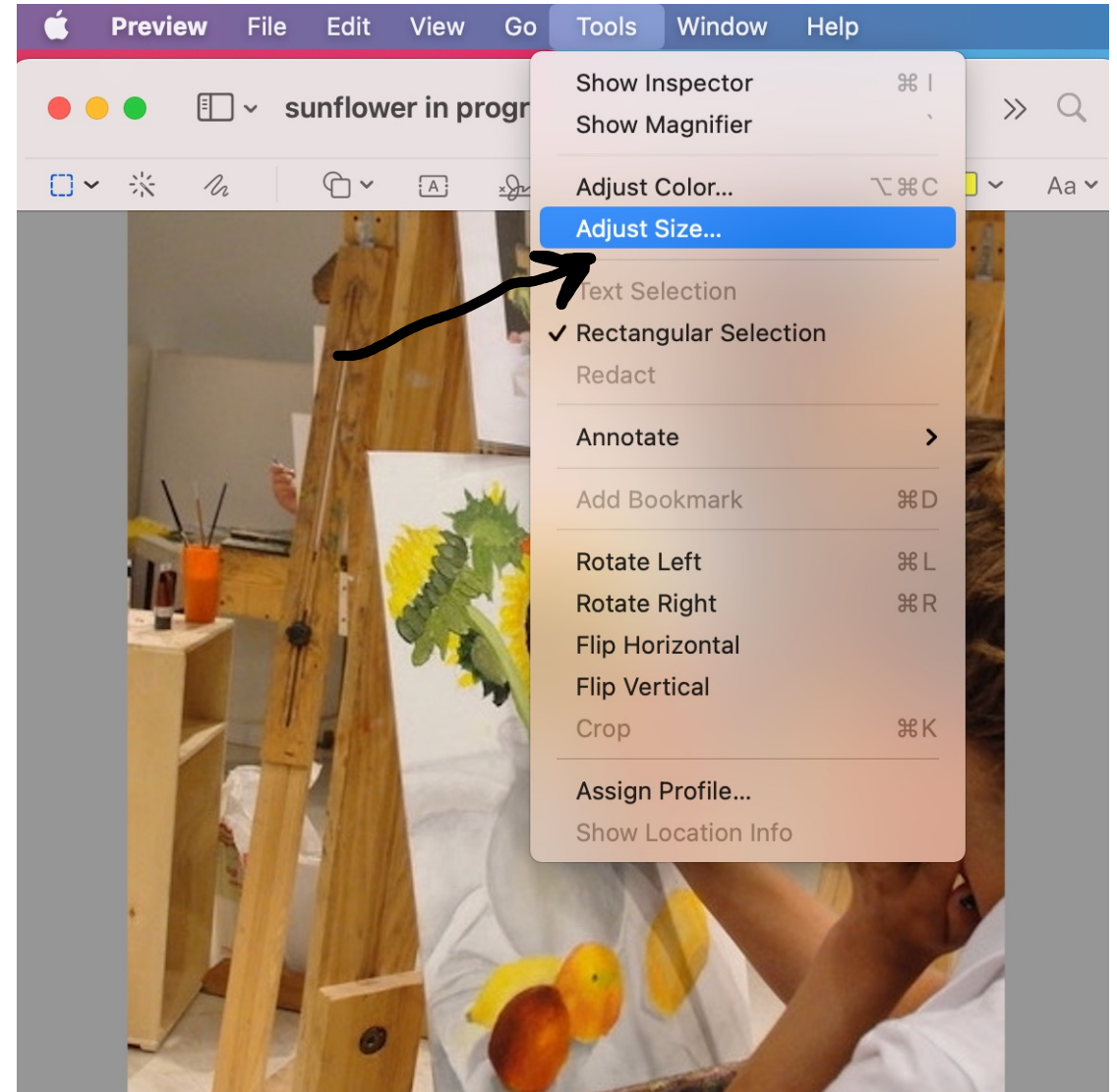


If you have background and/or white space around your image- including a mat

- If on a Mac, you would view it in “Preview” where it opens automatically on your computer as a built-in app. If not apparent- type “Preview” in the search bar
- Hover your cursor over the image, you will see a “+”
- Click and drag the “+” to where you want it cropped- inside the artwork to avoid background edges showing
- Click on “command” and “K” at the same time (to “cut”)

# Sizing jpegs for electronic delivery vs. print

- Mac: Pic is open in "Preview"
- Click on "tools"
- Choose "Adjust Size"
  
- PC: see appendix

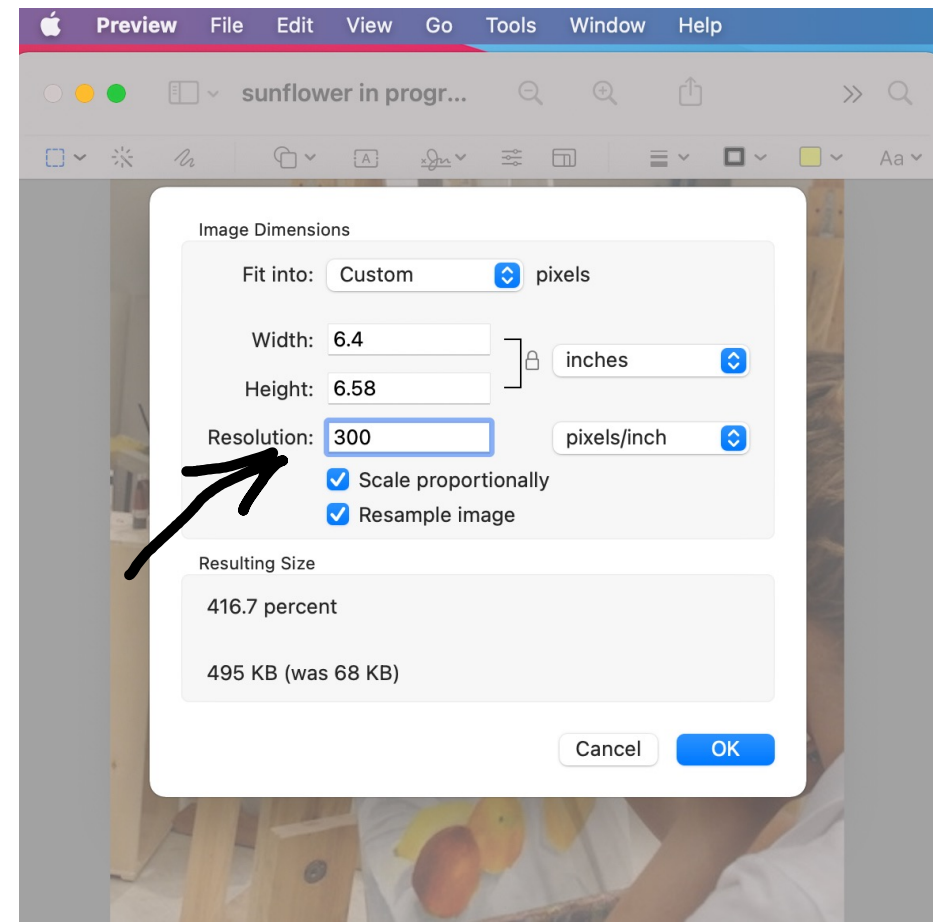
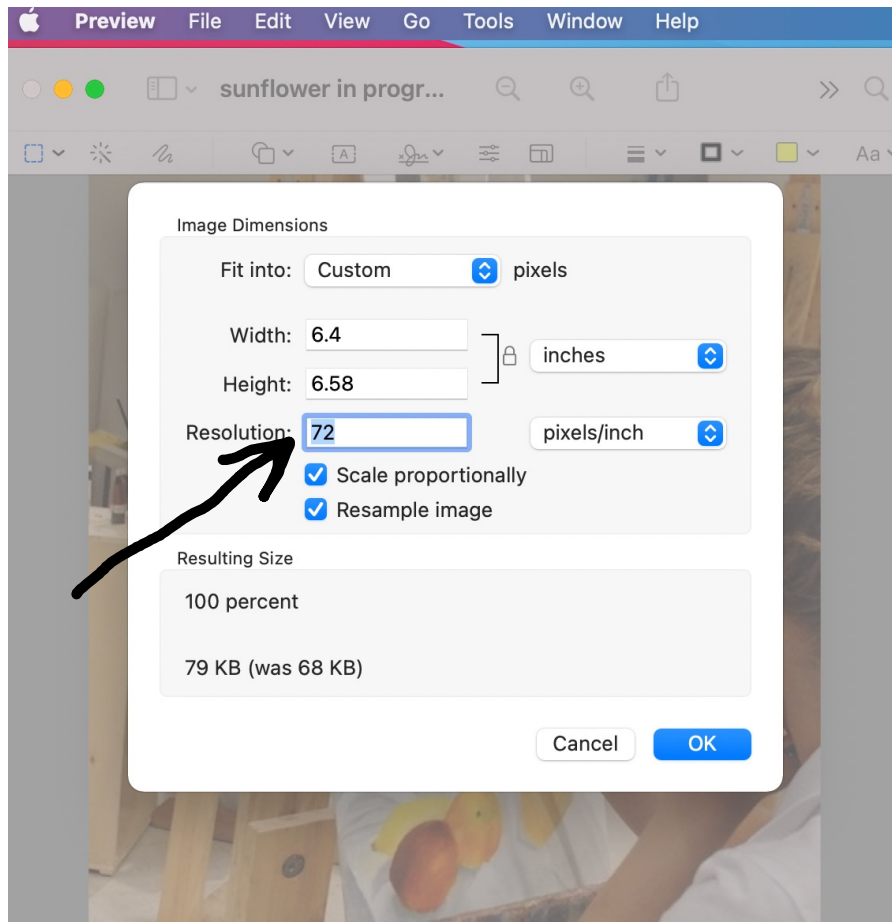




# Sizing jpegs for electronic delivery vs. print

**Electronic-** choose or type 72 pixels/inch & click “OK”

**For Print** -change to 300 pixels/inch & click OK



# What is for electronic and what is for print?

## ELECTRONIC USE

72 dpi, or pixels/inch

- Online Exhibitions
- Exhibition Entries
- Emails
- Social Media posts

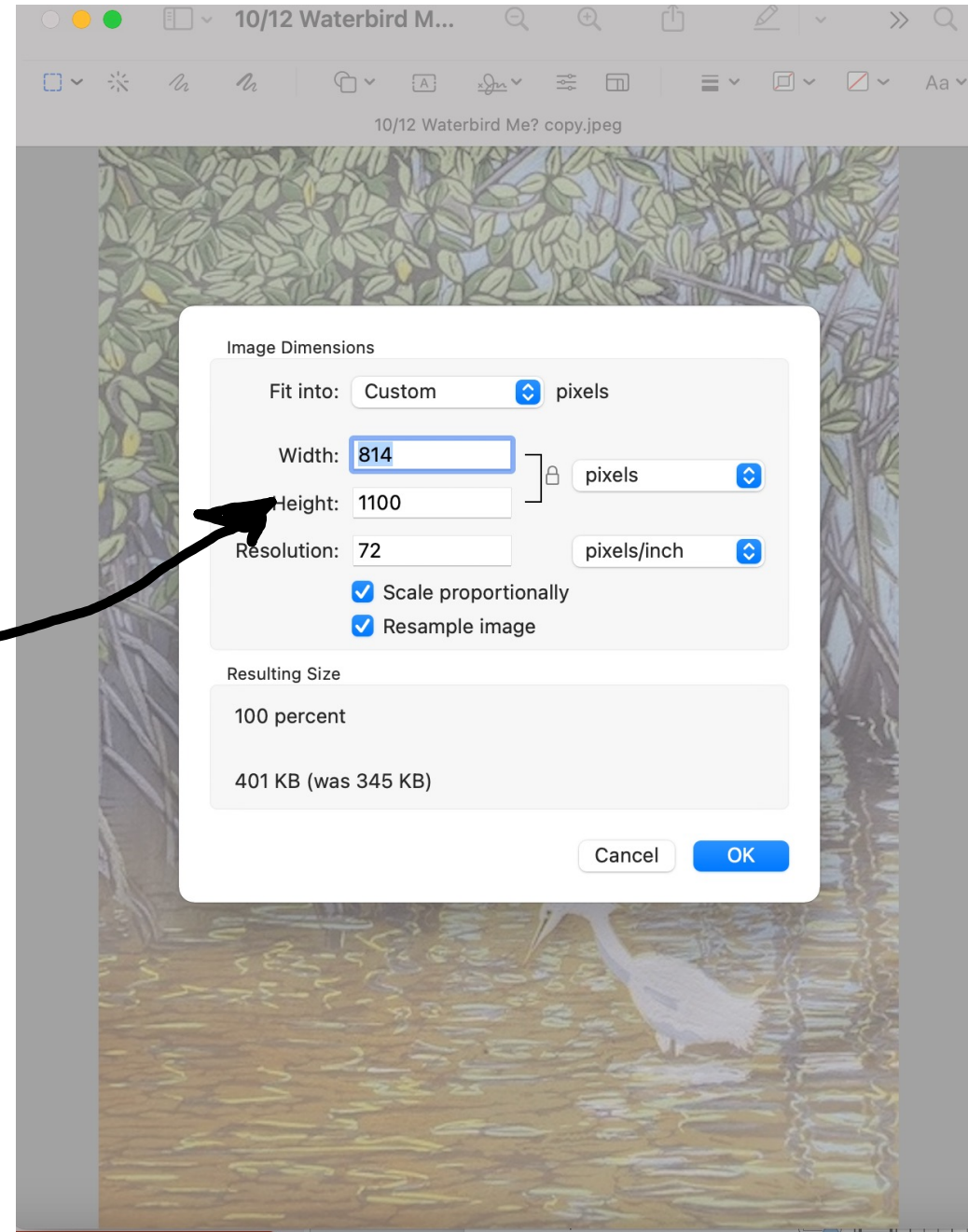
## PRINT USE

300 dpi, or pixels/inch

- NAWA Annual Catalog
- PR, including brochures, posters, flyers etc.

For all images, use master image, and check for sharpness of image when enlarging number of pixels to 300

Size to 1100 pixels  
on the longest  
side, for both  
electronic delivery  
and print





# SUGGESTED

Store/file  
your jpegs

- If you don't already have files for all your work, create a stable file
- When about to APPLY, "DUPLICATE" the jpeg; on a Mac, "command D" or the File menu has "DUPLICATE" in the dropdown
- Leave the original in your file, labeled as you wish
- Put the new duplicate on your desktop or in a "Submissions" folder, check the cropping, and label according to NAWA rules:
- Lastname\_Firstname\_artworkTitle\_medium\_size\_price
- The above label is standard for ALL NAWA entries (except the Annual, which includes "category" after "size").
- When entering the exhibit, upload the jpeg labeled as above- check for quality before uploading

# Changing a label on a jpeg (Mac)

1



Violin14a.jpg

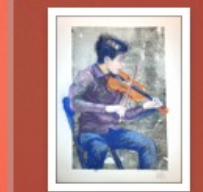
My file name

3



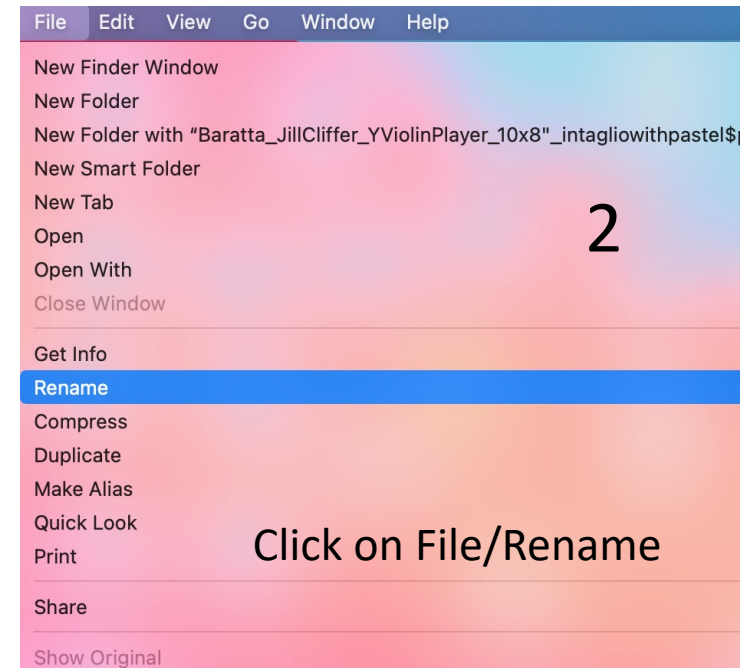
Violin14a.jpg

4

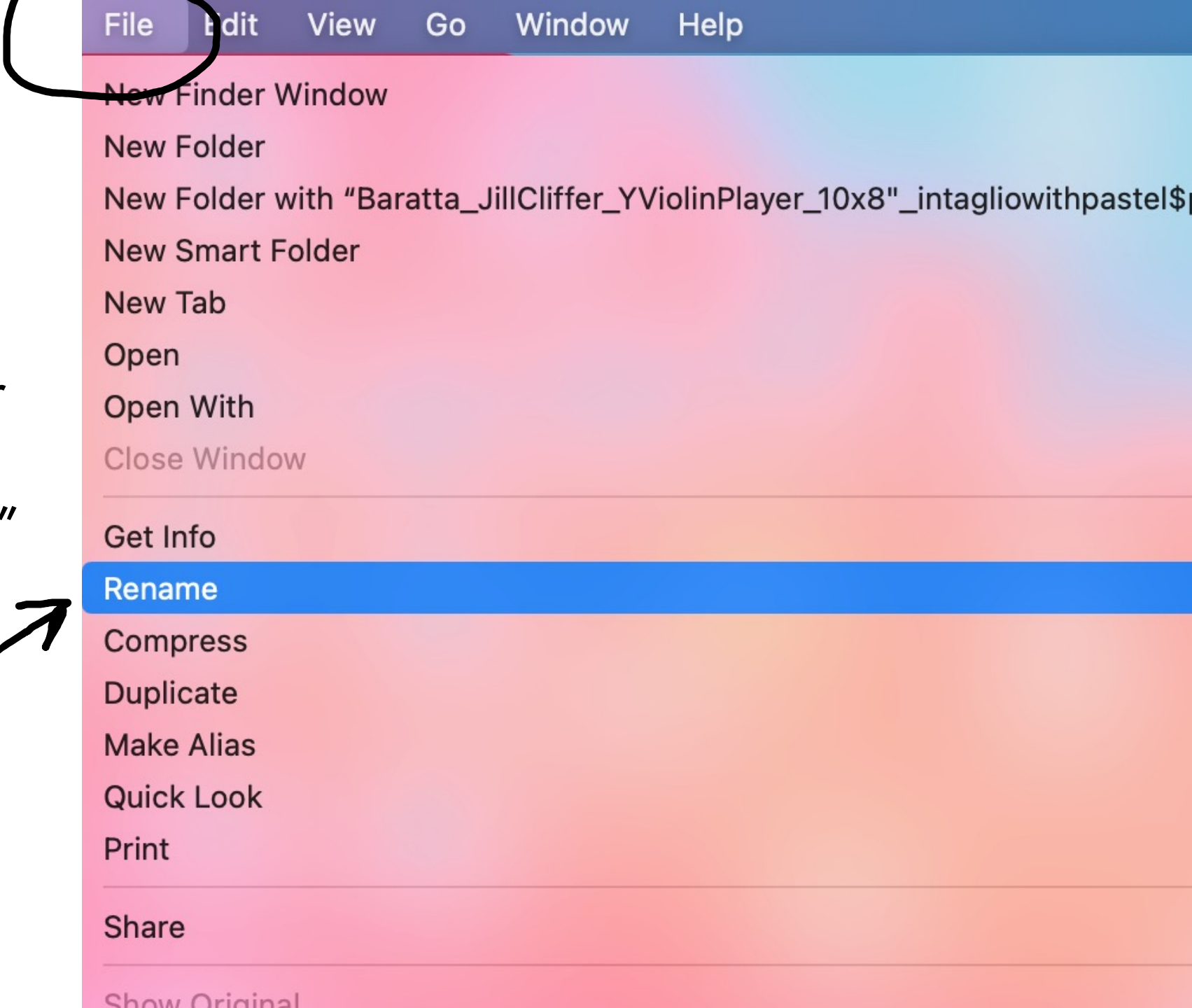


Baratta\_JillCliffer\_Y  
ViolinPlayer\_10x8"\_i  
ntagliowithpastel\$pr

Type in new label



- So you can see it larger
- FILE and then "Rename"

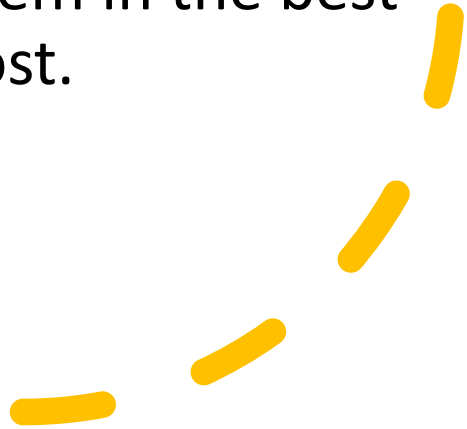




# Why is the standard labeling important?

- When NAWA receives the artwork jpegs, they are put into a *jury panel*
- Jurors will not see your name; the *label* doesn't show but identifies the image when viewed outside the jury panel.
- Art images are filed/archived by NAWA. If you do not label properly, sometimes we do not know whose work it is, for other purposes- such as promotion/advertising

# Why is NAWA so particular about the photography?

- Most NAWA exhibitions are ONLINE on the website: if it is in a brick-and-mortar venue, the exhibit is also often online
  - EVERYTHING NAWA does reflects the professionalism of our members, and NAWA, as an organization
  - NAWA does not have the ability to edit photos due to the large amount of submissions received, so we need to receive them in the best possible condition and ready to post.
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# Artist Statements and Bios

- For entries, NAWA asks for “Artist Statements” and “Short Bios”
- The statement should be about the specific artwork you are entering, including *perhaps* inspiration, materials, and purpose
- The short bio should be just a few sentences about yourself and *might* include where you grew up, your art education (or self-taught), and/or a mentor or influence.
- Word counts of 100-200 words will limit the length, so be concise and just include what you would want jurors to see for this exhibit.

APPENDIX:

# ADOBE PHOTOSHOP Saving Images as a JPG/PDF/psd



# Open/Import Image into Adobe Photoshop

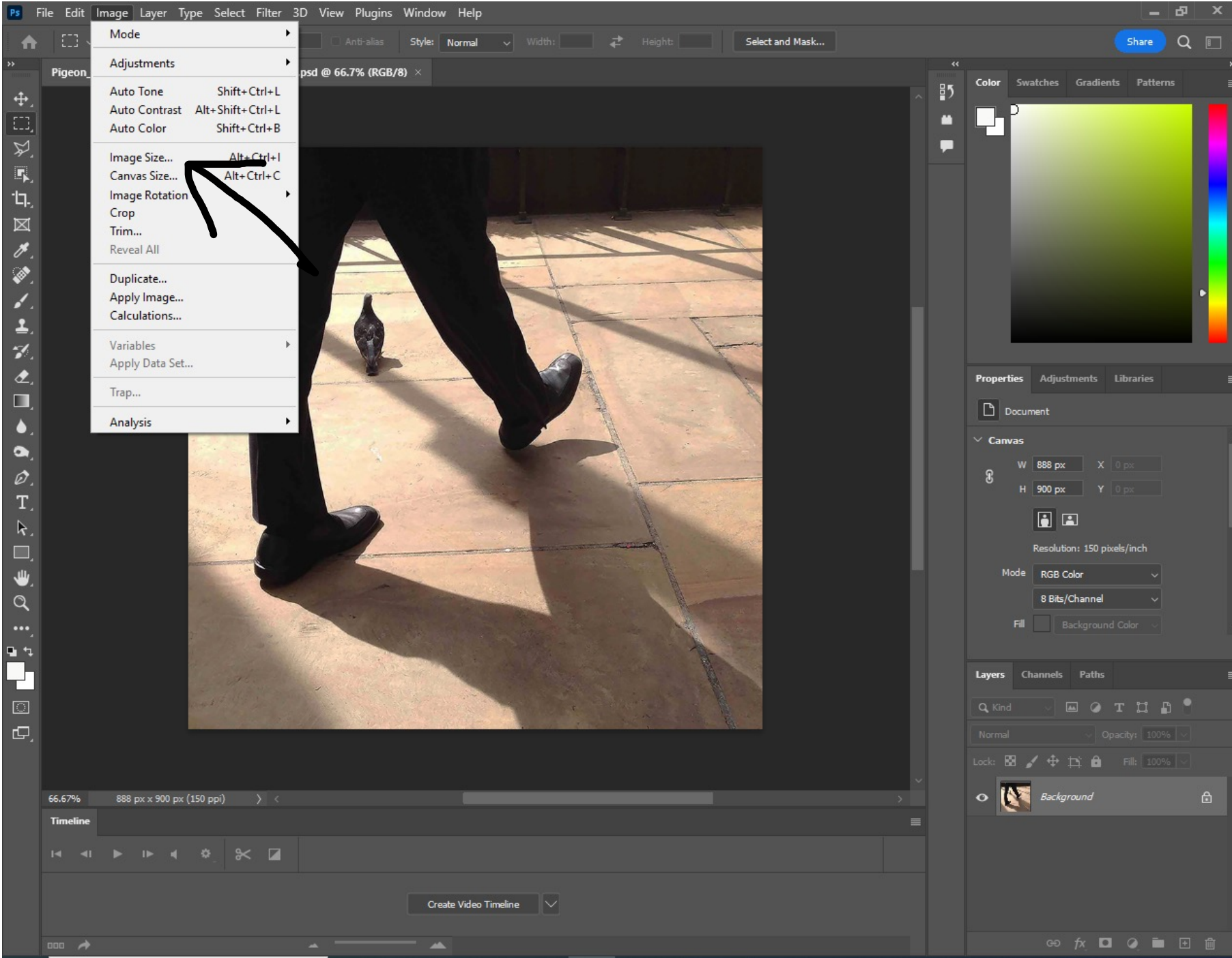


Look at the top of the screen and you will see the tool settings:

**FILE- EDIT – IMAGE – LAYER – TYPE – SELECT – FILTER- 3C – VIEW – PLUGINS – WINDOW- HELP\**

## **OPEN IMAGE**

**You will see a drop down bar with numerous options to alter your image. Click on image size.**



- Mode
- Adjustments
  - Auto Tone Shift+Ctrl+L
  - Auto Contrast Alt+Shift+Ctrl+L
  - Auto Color Shift+Ctrl+B
- Image Size... Alt+Ctrl+I
- Canvas Size... Alt+Ctrl+C
- Image Rotation
- Crop
- Trim...
- Reveal All
- Duplicate...
- Apply Image...
- Calculations...
- Variables
- Apply Data Set...
- Trap...
- Analysis

Color Swatches Gradients Patterns

Color

Properties Adjustments Libraries

Document

Canvas

W 888 px X 0 px

H 900 px Y 0 px

Resolution: 150 pixels/inch

Mode RGB Color

8 Bits/Channel

Fill Background Color

Layers Channels Paths

Kind

Normal Opacity: 100%

Lock: Fill: 100%

Background

66.67% 888 px x 900 px (150 ppi)

Timeline

Create Video Timeline

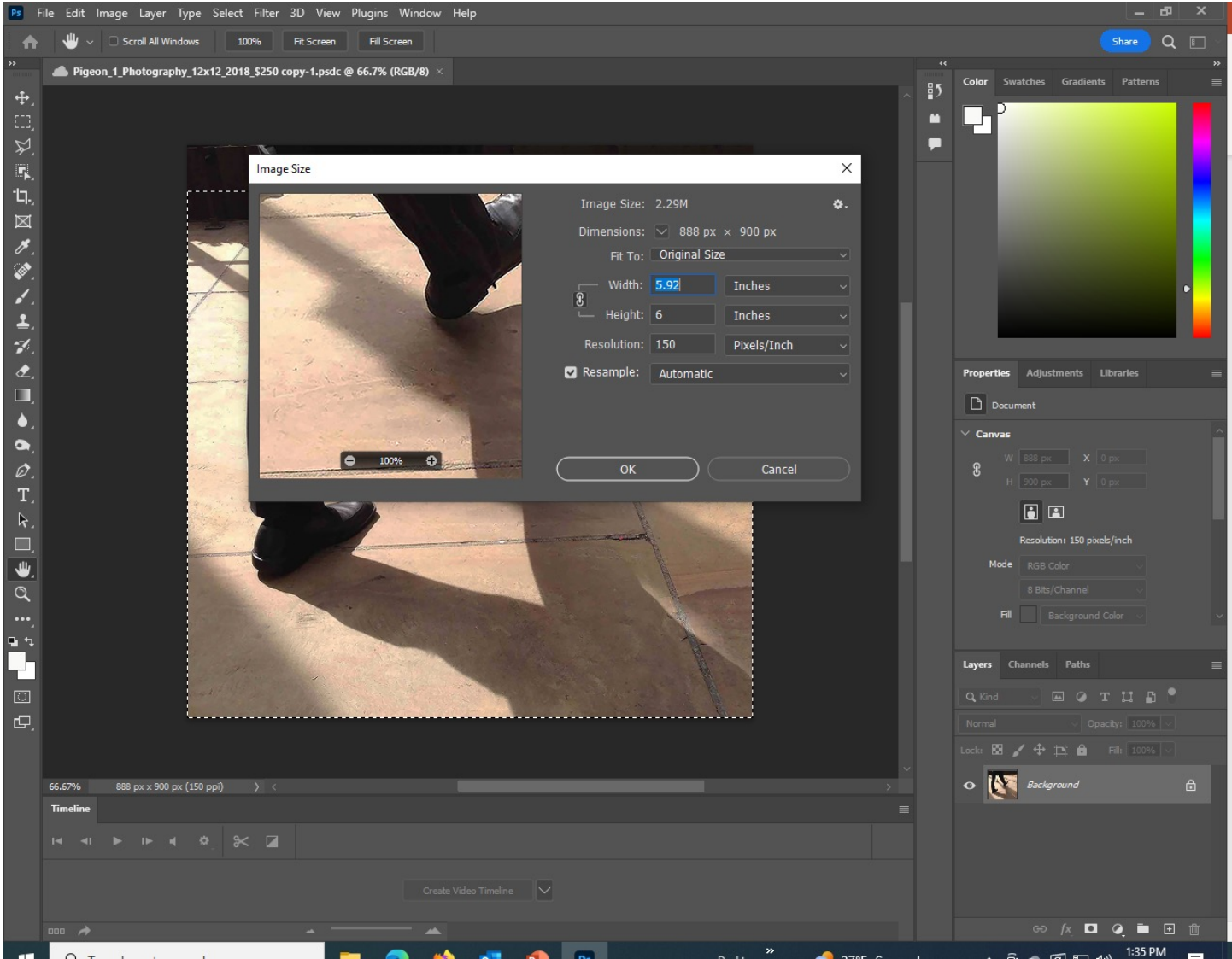


Once you click on “Image Size” you will see various choices to make in order to set the sizes of your image.

You can change the dimensions (pixels on longest side) and the resolution (dpi).

Make sure that your sizes match up to the information requested in the exhibition Prospectus— 72 dpi for electronic use and 300 dpi for print; 1100 pixels on the longest side for either/both.

Once you open Image you will see a box of various choices:



Once you set your image sizes you can save the image. You can save it as a Photoshop PSD/JPG, or various other ways (BMP/GIF/TIFF etc.) Check the drop-down menu for other ways to save the document.

Strongly recommended: Duplicate and save your image on your desktop before moving it to various folders. You can also save it as a cloud document.





You can do much more if you save as a cloud document ⓘ

	On your computer	Creative Cloud
Offline access	✓	✓
Cloud syncing to all your devices	✗	✓
Autosaving every change	✗	✓
Version history	✗	✓
Invite to edit	✗	✓

Don't show again

Save on your computer Save to Creative Cloud

Color Swatches Gradients Patterns

Adjustments Libraries

Resolution: 150 pixels/inch

RGB Color

8 Bits/Channel

Background Color

66.67% 888 px x 900 px (150 ppi)

Timeline

Create Video Timeline

Channels Paths

Opacity: 100%

Background

# CHECKLIST

- My entry images are related in category, medium, or style (not necessarily all three) to show my technical and creative skills, yet ability to develop artistic ideas
- My jpegs are well lit and in focus, with no excess background
- My images are sized at **72 dpi and 1100 pixels on the longest side** for electronic submission
  - [300 dpi for print option]
- My actual artwork is within the required size limit on the prospectus
- My jpeg labels read:  
Lastname\_Firstname\_artworkTitle\_medium\_size\_price
  - add “-category” for Annual Members Exhibition





# NAWA

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*Empowering Women Artists Since 1889*

SPECIAL THANKS to Chelsey Brandis, Christie  
Devereaux, Susan G. Hammond,  
Samar Hussaini-Hatcher, and Charlene Ko  
for input on this presentation



# Q & A

Please submit questions to [office@thenawa.org](mailto:office@thenawa.org)