NAWA

National Association of Women Artists, Inc.

Empowering Women Artists Since 1889

ENTRY HELP!

Prepare your NAWA Exhibition Entries

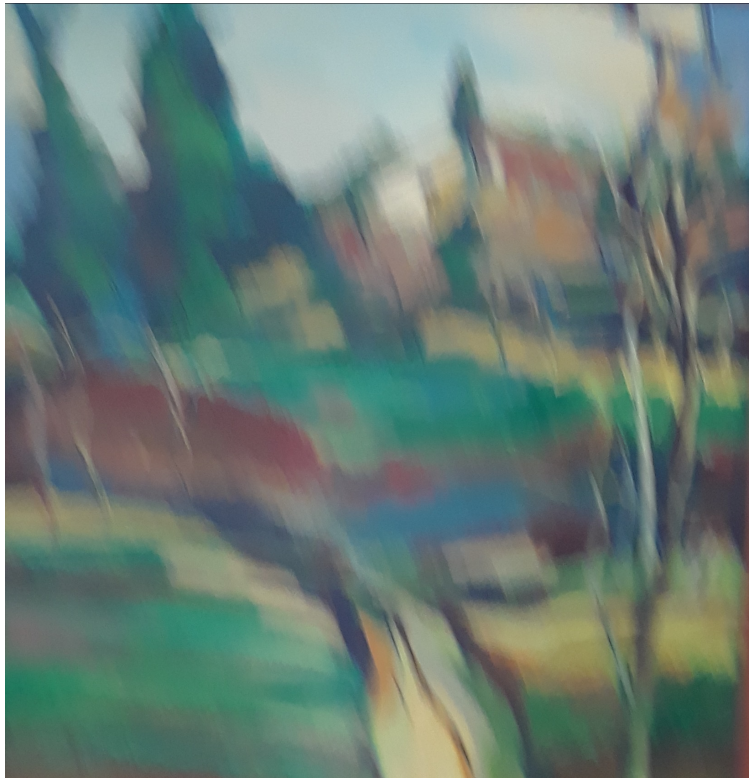
See appendix for Adobe/PC instructions

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

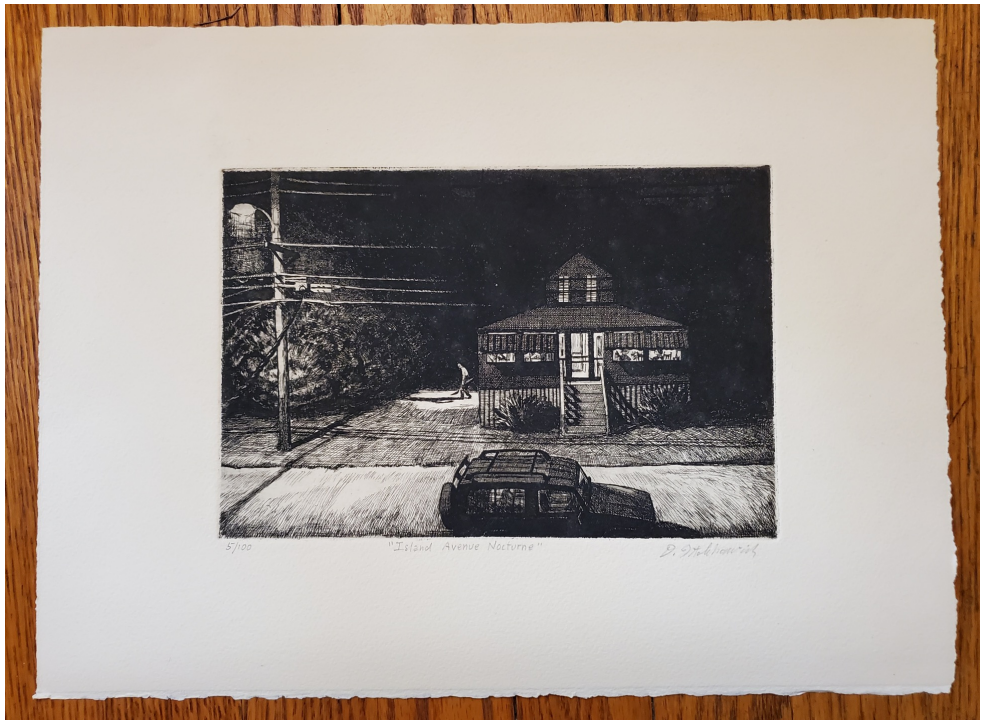
(John Constable)

Accepted due to frame as part of artwork

(Roy DeForest)

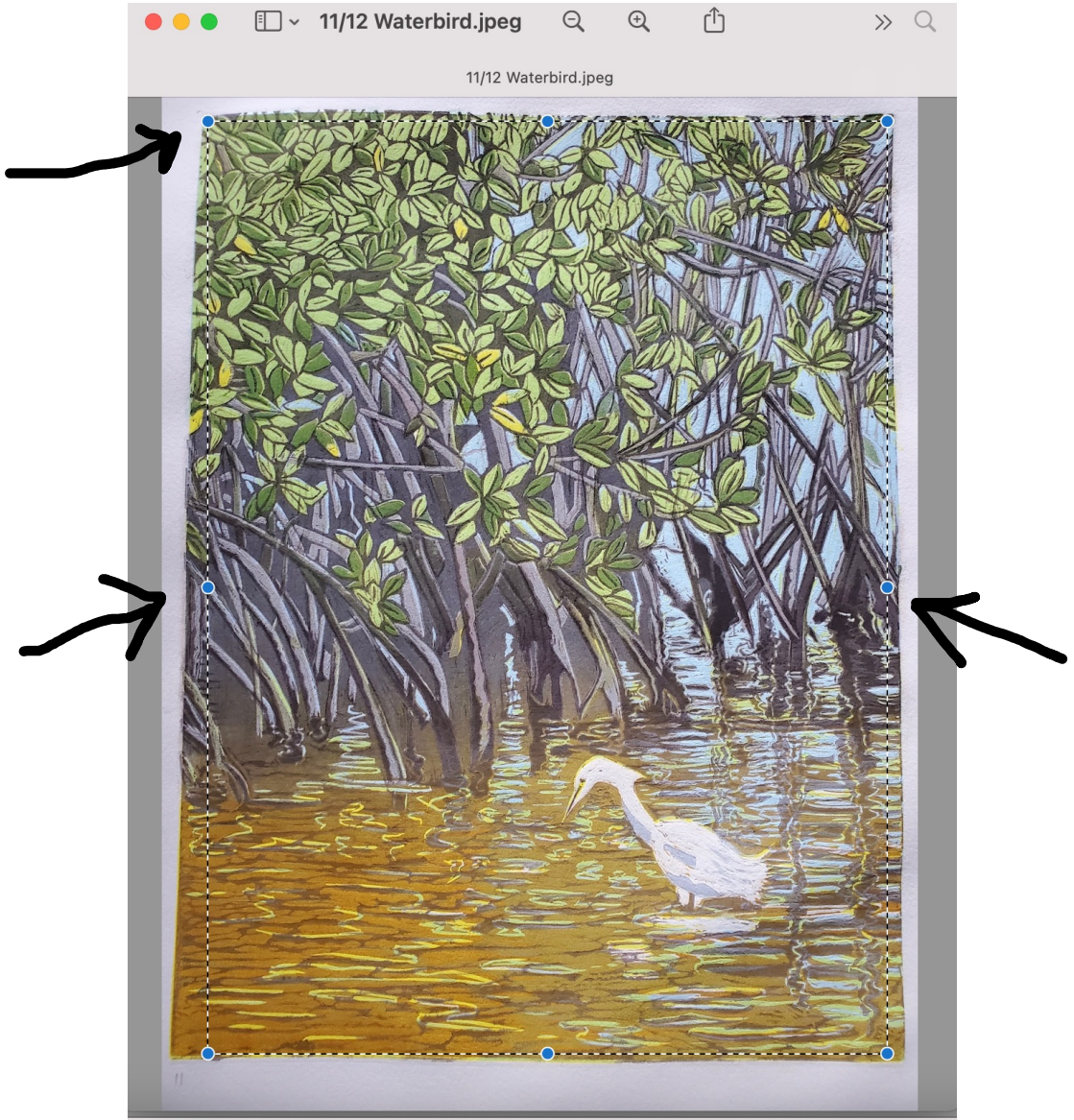
Pitfalls to avoid: extraneous background or poor cropping

Rejected due to extraneous background



Accepted for jurying (correctly cropped)

How to crop a photo (Mac)



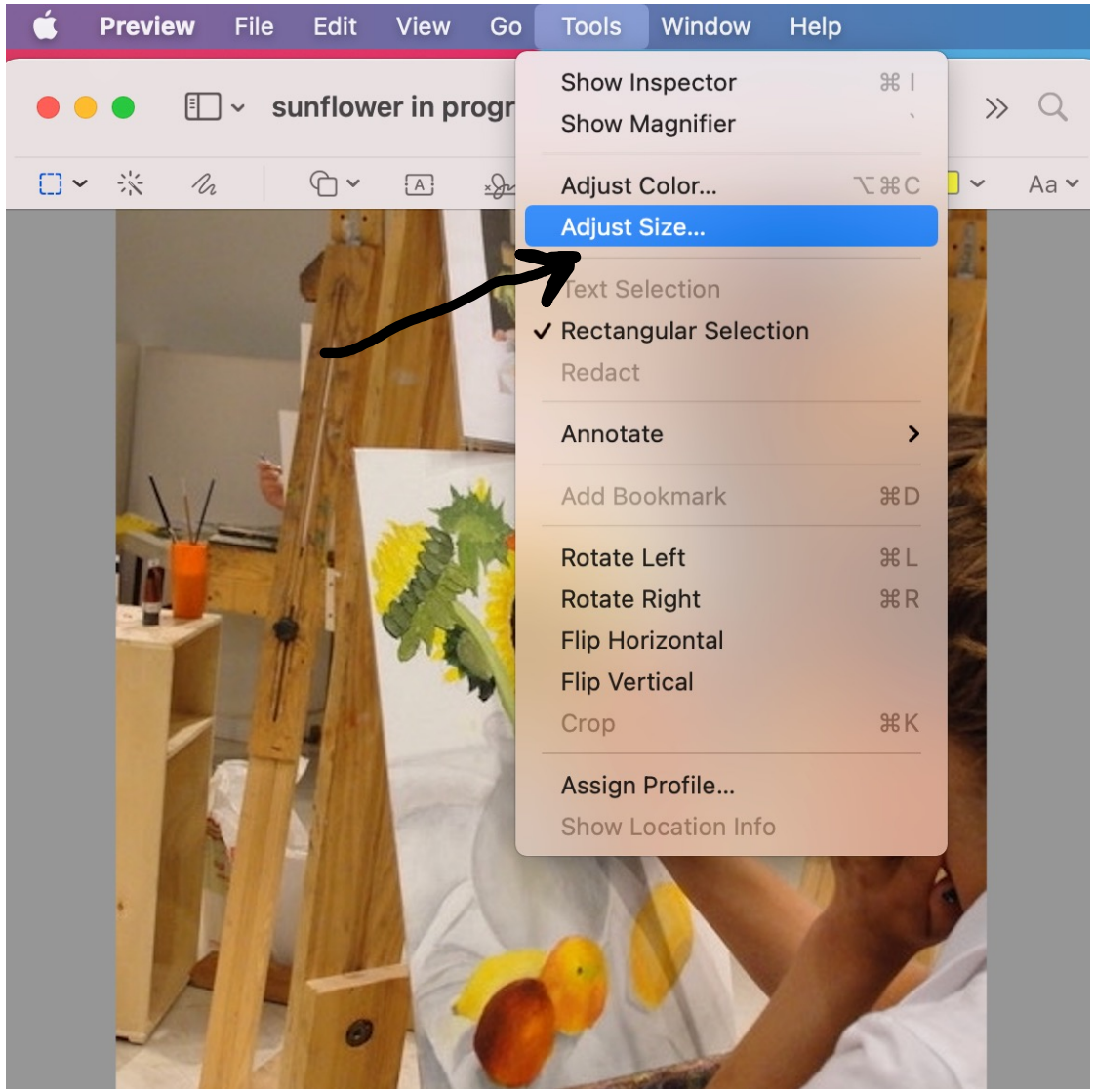
If you have background and/or white space around your image- including a mat

- 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

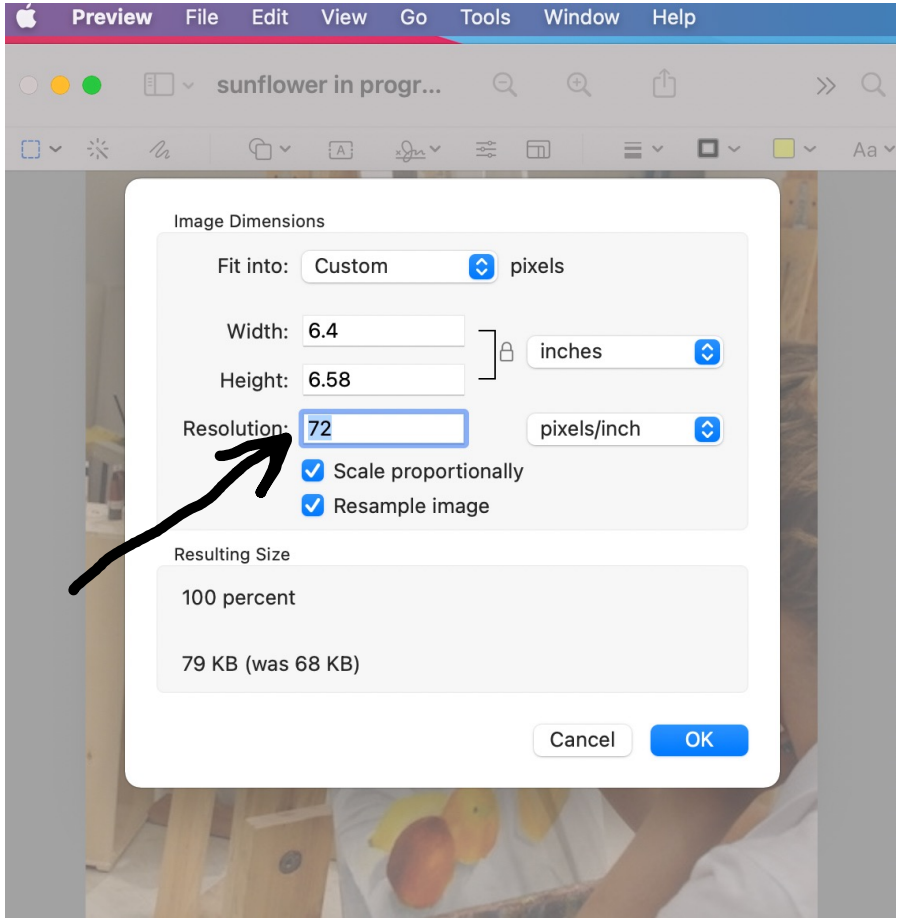
- Mac: Pic is open in ”Preview”
- Click on “tools”
- Choose “Adjust Size”

- PC: see appendix

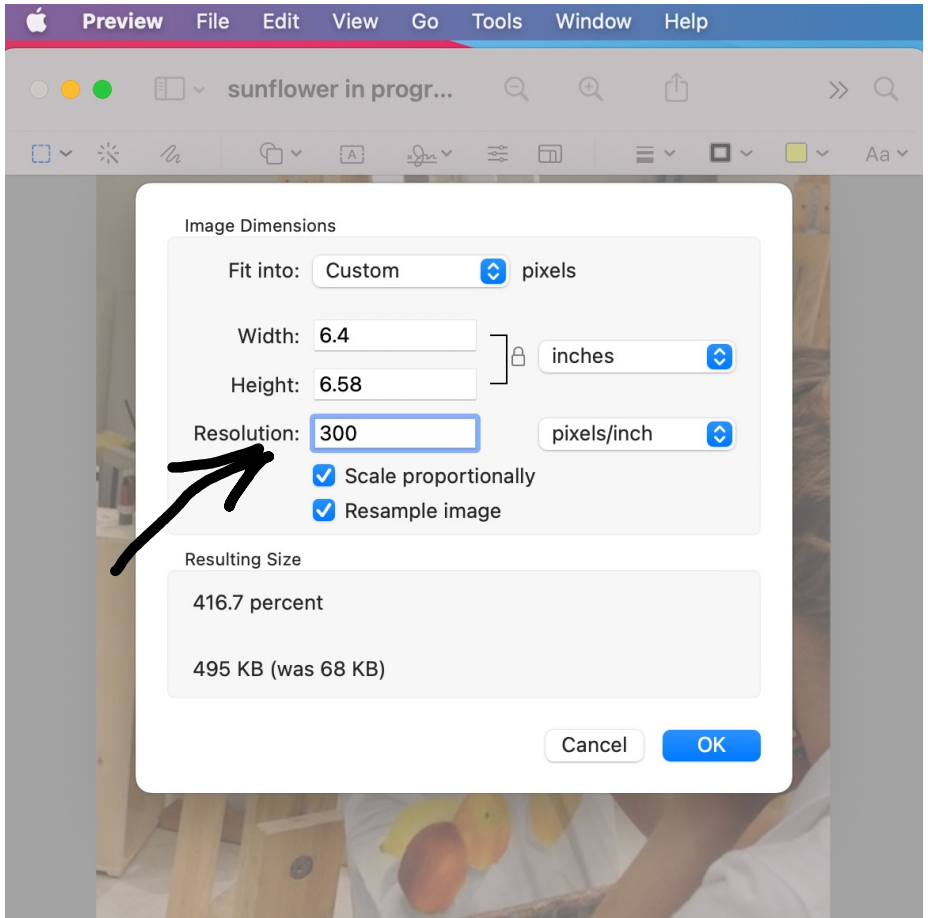


Sizing jpegs for electronic delivery vs. print

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

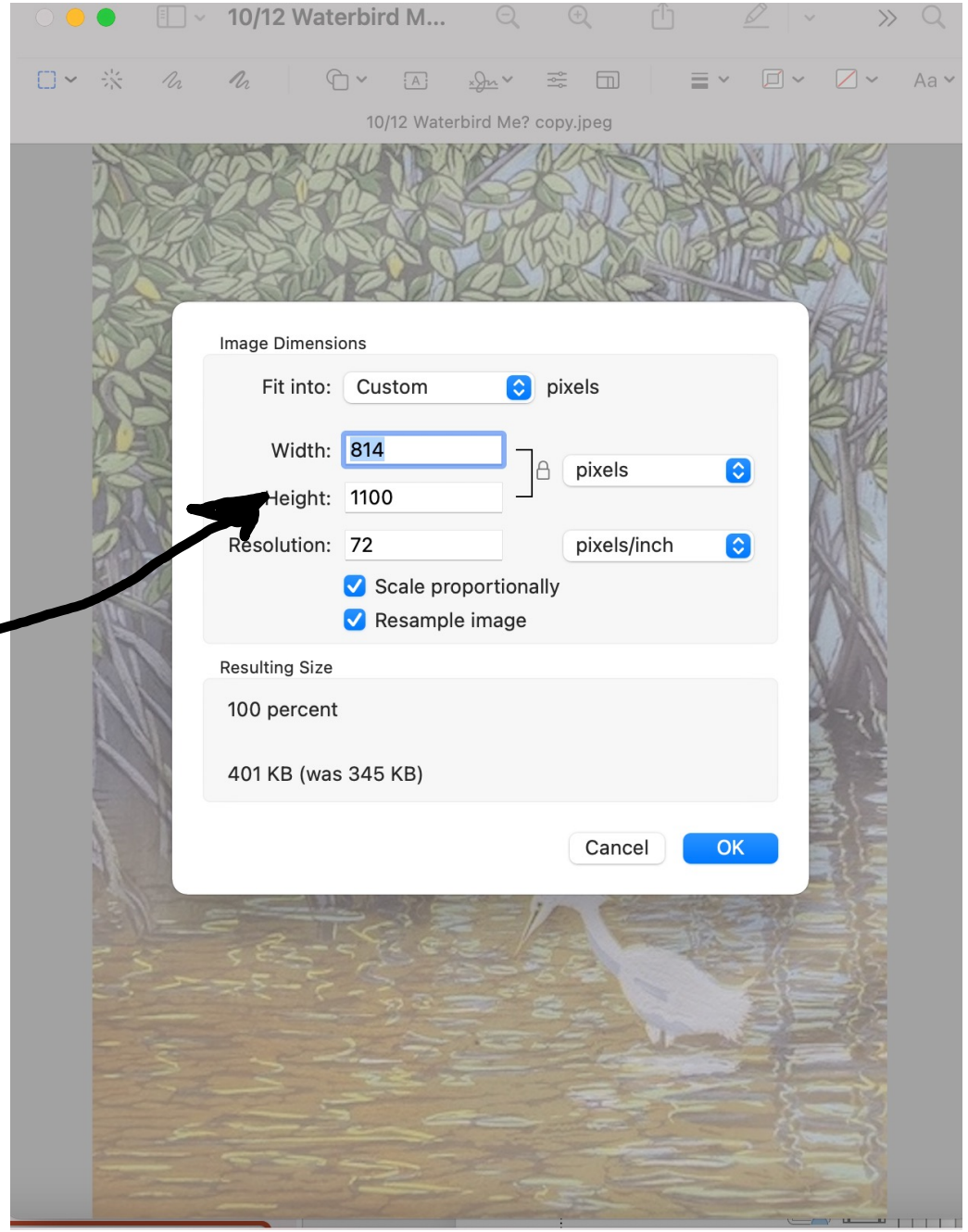
PRINT USE

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



Check the Size Limit Requirement for actual artwork size

- **Rejected if the prospectus shows, for example, 30” maximum in any direction, and the label shows that it is 22” h x 36” w**
- **So, make sure you READ the prospectus for the exhibit you are entering, look for size requirements (for in-person exhibits).**

Store/file your jpegs

- If you don’t already have files for all your work, create a stable file
- When about to enter an exhibit, “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

2

File Edit View Go Window Help

New Finder Window
New Folder
New Folder with "Baratta_JillCliffer_YViolinPlayer_10x8"_intagliowithpastel$
New Smart Folder
New Tab
Open
Open With
Close Window

Get Info
Rename
Compress
Duplicate
Make Alias
Quick Look
Print

Share

Show Original

Click on File/Rename

3

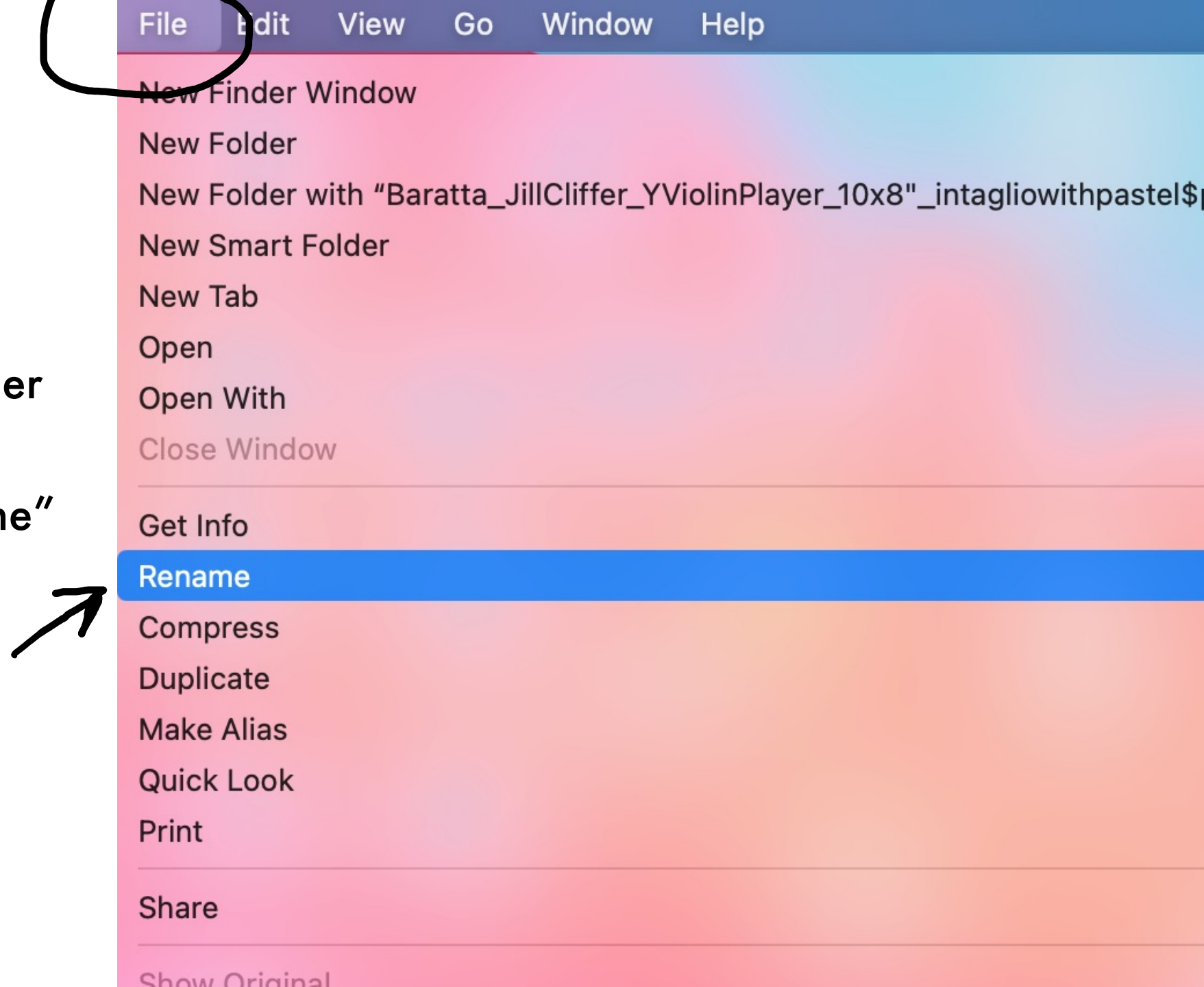
Violin14a.jpg

4

Baratta_JillCliffer_Y
ViolinPlayer_10x8"_i
ntagliowithpastel$pr

Type in new label

- So you can see it larger
- FILE and then “Rename”



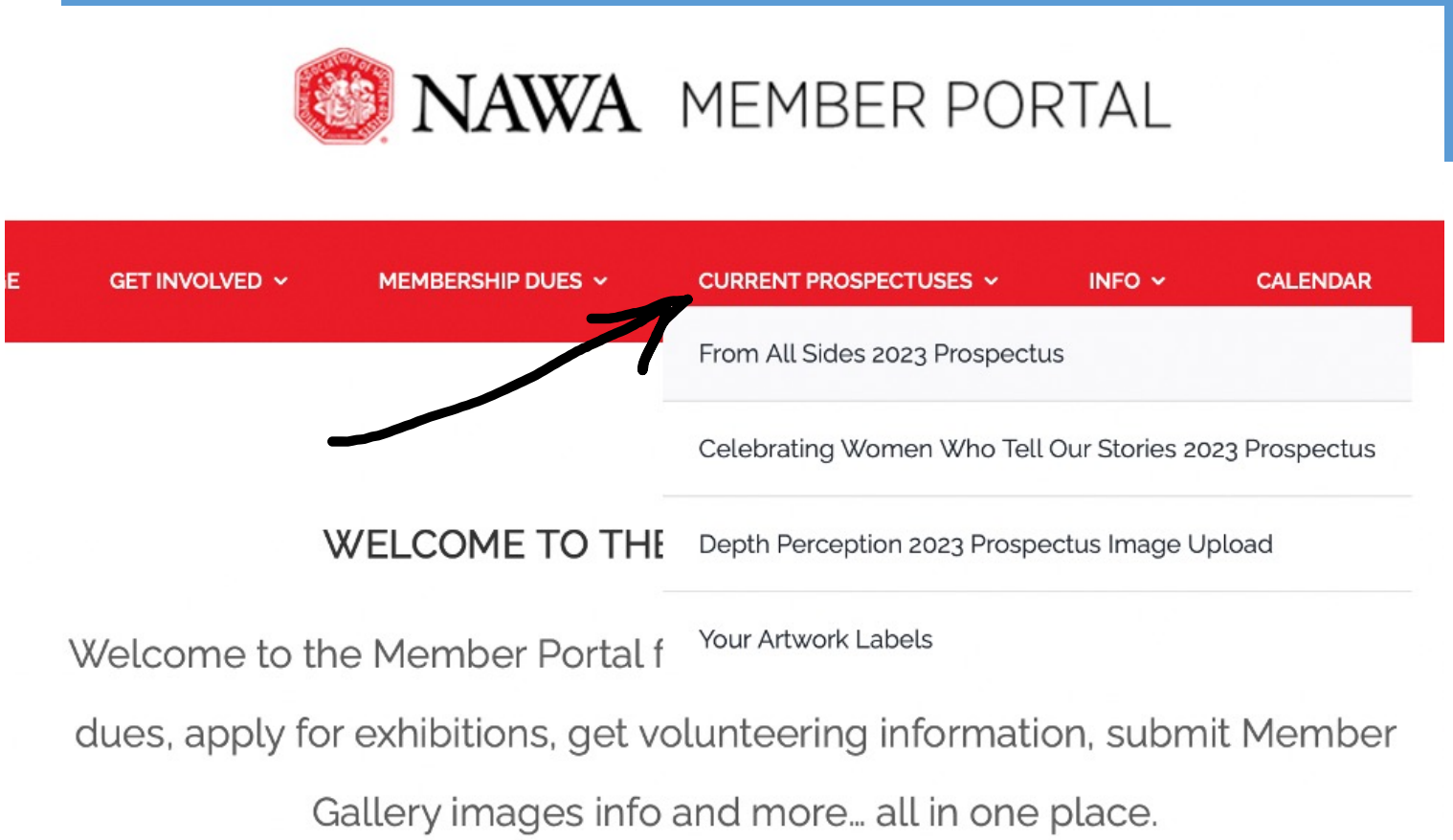
Why is the standard labeling important?

- When we receive 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 sent to the PR committee for promotion in folders. 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 of our exhibitions are ONLINE on the NAWA website: if it is in a brick-and-mortar venue, the exhibit is also often online
- EVERYTHING NAWA does reflects the professionality 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.

Exhibition entry forms



- Log in to the Member Portal on the NAWA website
- Click on “Current Prospectuses”
- Find the exhibit in the drop-down menu
- It will take you to the entry form
- Fill out the form, upload your images- submit, and go to payment form- wait for payment form to load- do not skip this step!

Artist Statements and Bios

- For exhibition entries, NAWA is asking 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.

HAND DELIVERY- PACKING UP

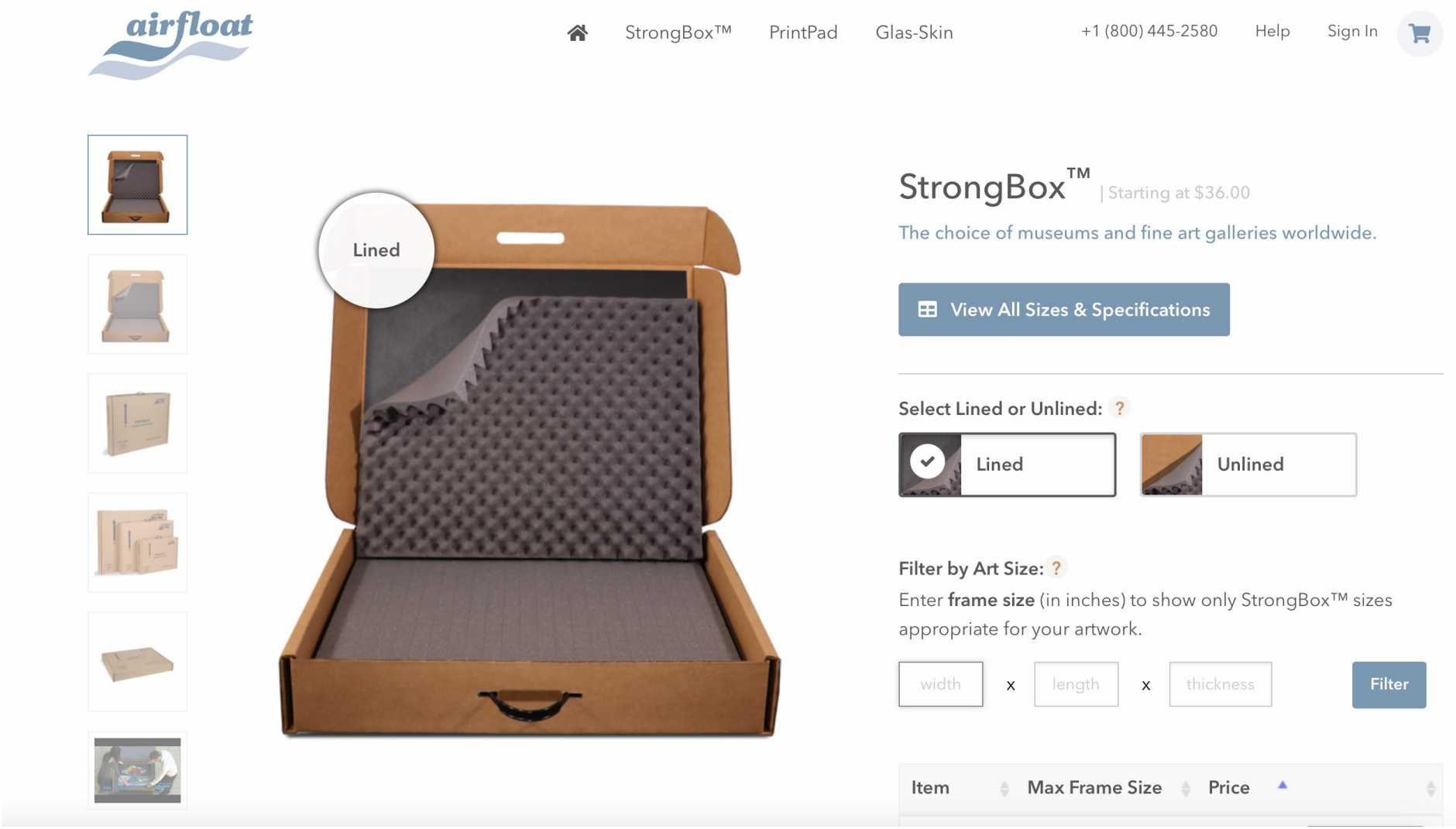
- Make sure your artwork is properly labeled with your name- use NAWA labels
- Protect your artwork completely, especially if someone other than you is delivering for you
- Pack *carefully*- pad, bubble wrap and stabilize to prevent damage in transit
- When packaging, Do NOT use packing peanuts (illegal in NY State)
- Plan to take your packing materials with you after delivery- do not leave behind blankets, towels, bubble wrap or bags if you want them returned, unless special arrangements are made in advance

SHIPPING HELP- PACKING UP

- Use a strong box to avoid damage
- Recommended boxes-
  - Airfloat
  - Uline
- Pack *carefully*- pad, bubble wrap and stabilize to protect your artwork and prevent damage in transit
- Tell your shipper NO PACKING PEANUTS (illegal in NY State)
- Take to UPS or FedEx
  - DO NOT USE USPS for shipping
  - It is useful to have an account with the shipper
- Note the delivery time window in the prospectus and inform the shipper of the days and hours that are acceptable- delays can hold up art installations

Examples of art boxes-

Airfloat



Examples of art boxes-

Uline

Uline Products | Quick Order | Catalog Request | Special Offers | Abou

oducts > Boxes, Corrugated > Artwork Shippers > Deluxe Artwork Shippers

DELUXE ARTWORK SHIPPERS

Protection for your most valuable artwork.

- Heavy duty plastic-lined top and bottom prevent punctures.
- Artwork floats between thick, soft foam pillows.
- Foam is removable.
- Approved by most major air and ground carriers, including UPS and FedEx®.

DELUXE ARTWORK SHIPPERS

MODEL NO.	INSIDE DIMENSIONS W x L x H	FITS MAX. FRAME SIZE	TEST	PRICE PER BOX			ADD TO CART
				1	5	10+	

SHIPPING HELP- SENDING

- Get a **return shipping label** and enclose it in the package
- It helps to have an image of your artwork inside with your contact information
- *Photograph the shipping label or receipt* so you have a record of the **tracking number**. You or the receiving venue might need it!
- Confirm and double check the projected **arrival date**
- Choose carefully whether to **insure** the work or not- skip this at your own risk
- Shippers usually inform you when the package is delivered, but follow up with the tracking number, if necessary

APPENDIX:

ADOBE PHOTOSHOP
Saving Images as a JPG/PDF/psd

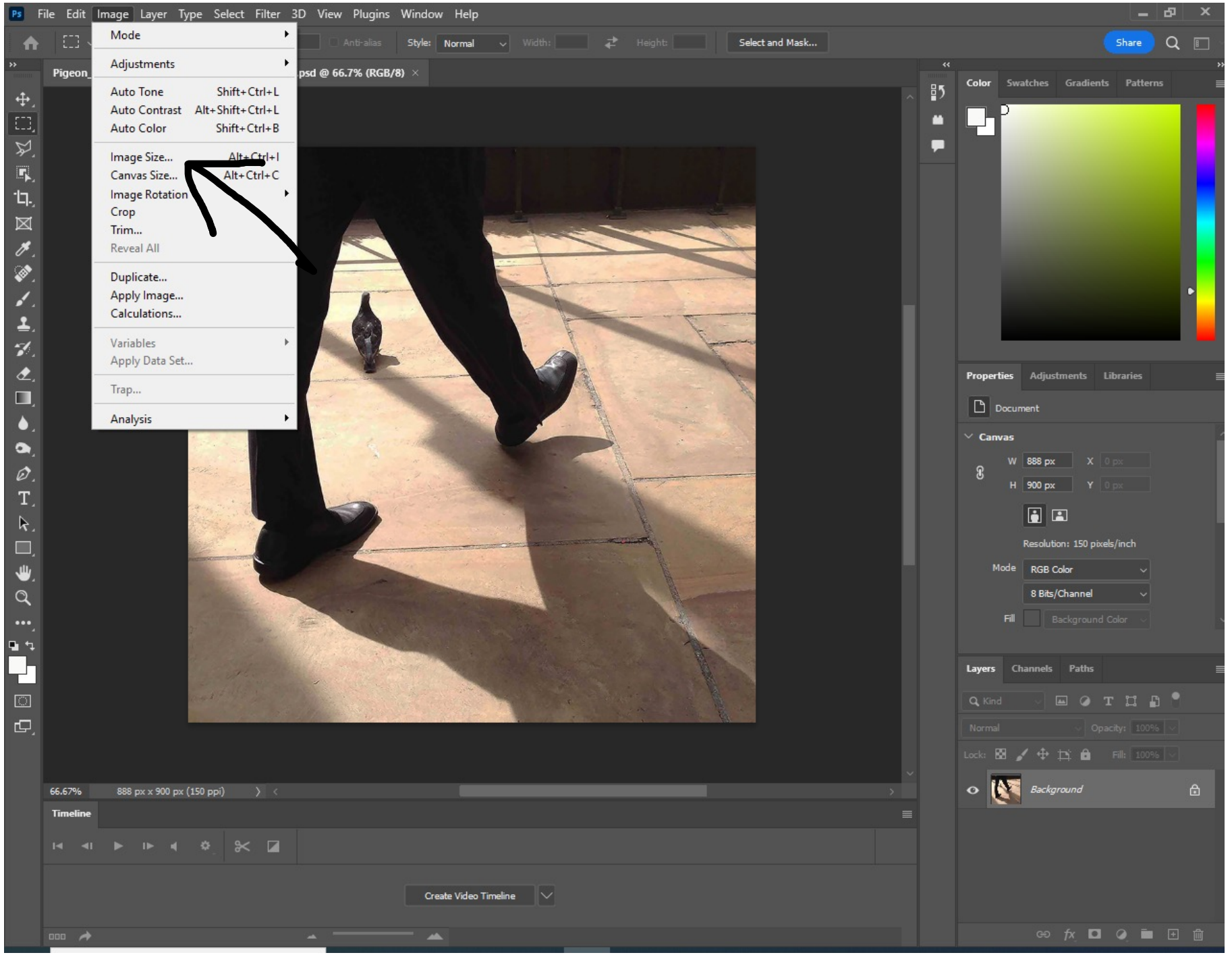
Open/Import Image into Adobe Photoshop

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

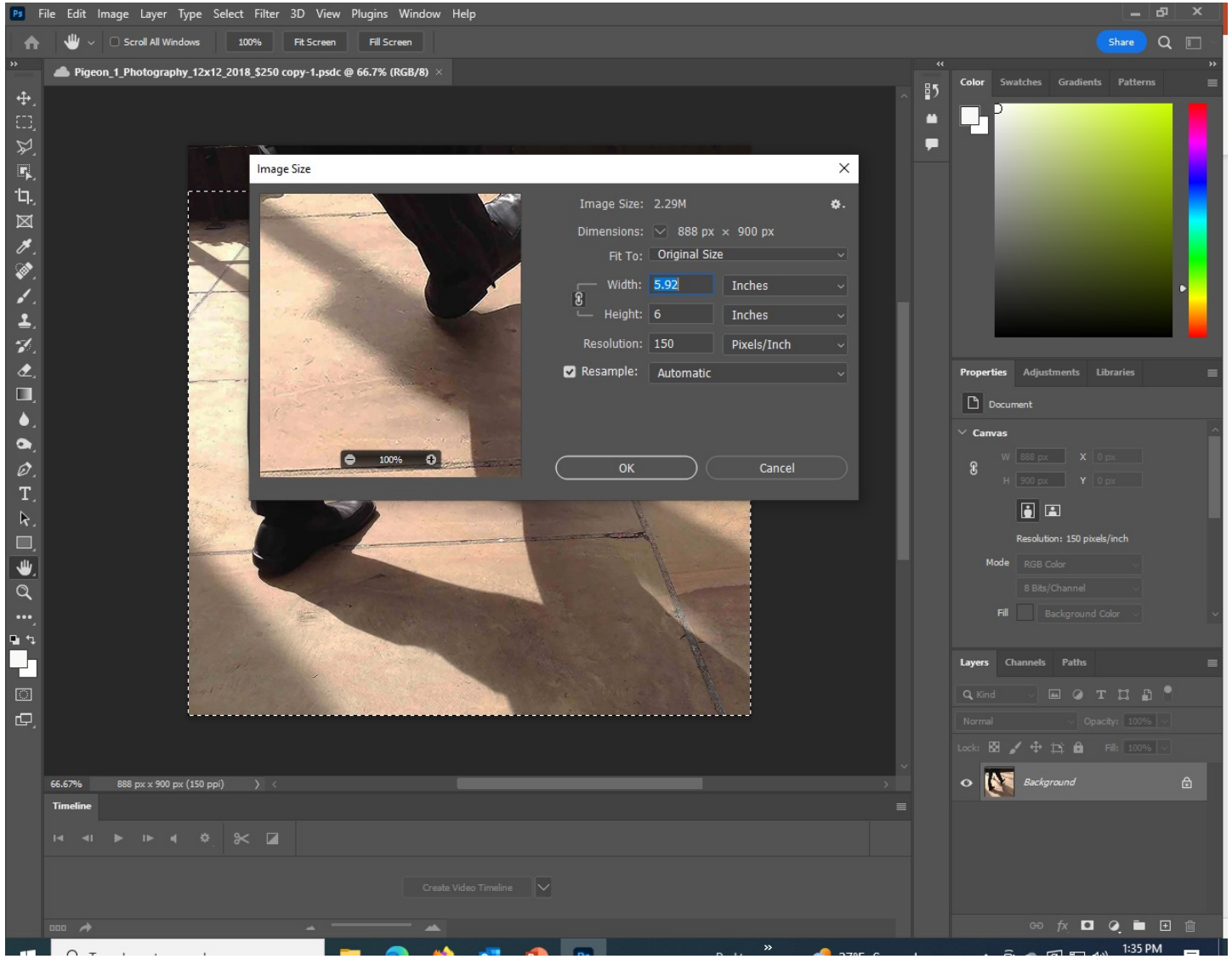
You will see a drop down bar with numerous options to alter your image. Click on image size.


File Edit Image Layer Type Select Filter 3D View Plugins Window Help
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
Select and Mask...
Share
Color Swatches Gradients Patterns
Properties Adjustments Libraries
Document
Canvas
W 888 px
H 900 px
Resolution: 150 pixels/inch
Mode RGB Color
8 Bits/Channel
Fill Background Color
Layers Channels Paths
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).

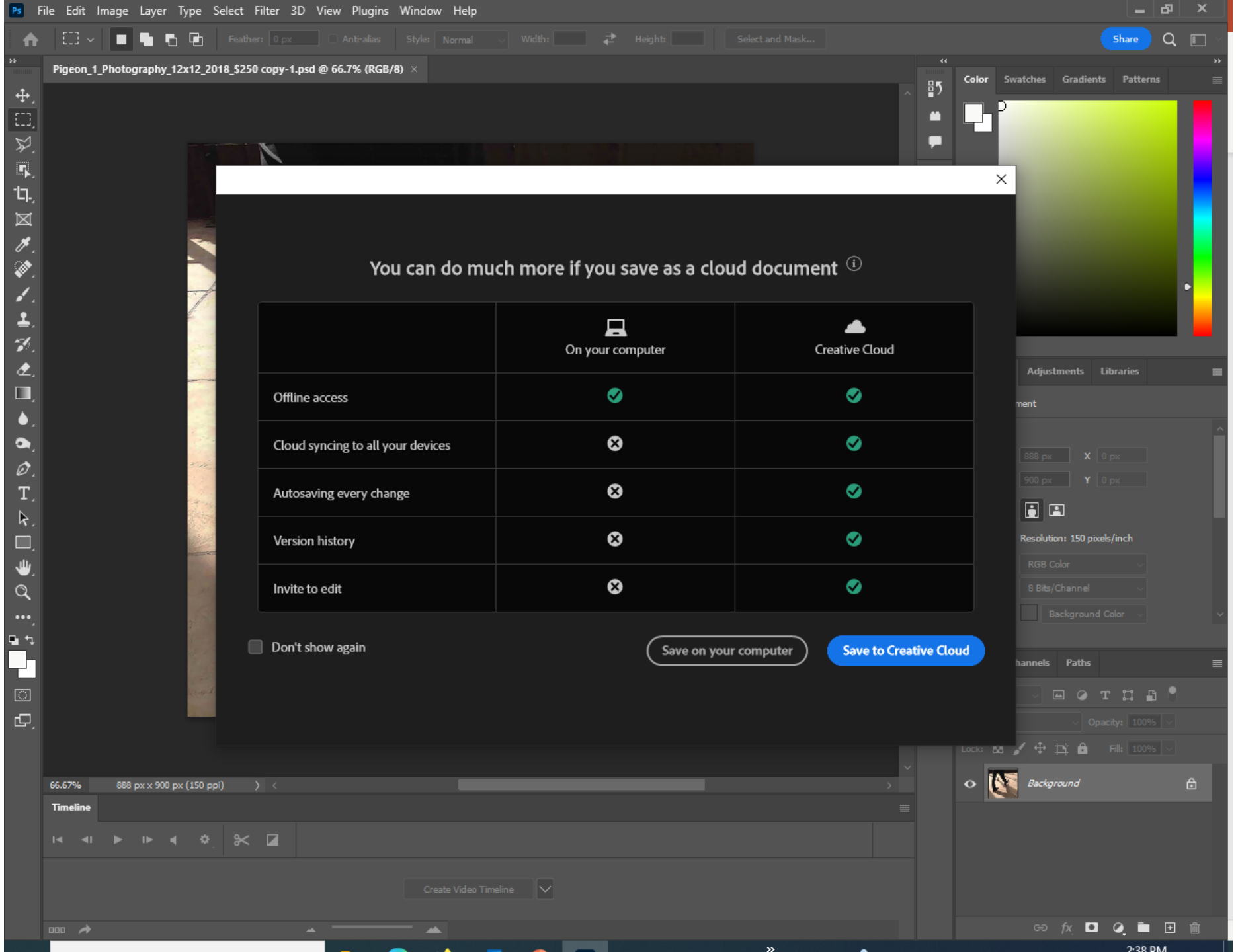
Make sure that your sizes match up to the information requested in the exhibition Prospectus– 72 dpi for electronic use and 300 dpi for print; 1100 pixels on the longest side for either/both.

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.


File Edit Image Layer Type Select Filter 3D View Plugins Window Help
Share
Pigeon_1_Photography_12x12_2018_$250 copy-1.psd @ 66.7% (RGB/8)
Color Swatches Gradients Patterns
Adjustments Libraries
Resolution: 150 pixels/inch
RGB Color
8 Bits/Channel
Background Color
Paths
Opacity: 100%
Fill: 100%
Background
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
66.67%
888 px x 900 px (150 ppi)
Timeline
Create Video Timeline

CHECKLIST

- ☐ 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
- ☐ If hand delivering, I have packed my work appropriately and noted the pickup day(s) on my calendar
- ☐ If shipping, I've packed my work appropriately and obtained a **return shipping label** in case the work is not sold.
- ☐ If shipping I've told the shipper No Packing Peanuts, and to deliver between __ and __:00 on or between this/these dates _____
- ☐ I have **photographed my shipping label or receipt** so I have the **tracking number** recorded

Hope you enjoyed this fabulous PP Presentation …

NAWA

National Association of Women Artists, Inc.

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