

# ENTRY HELP!

Prepare your NAWA Exhibition Entries

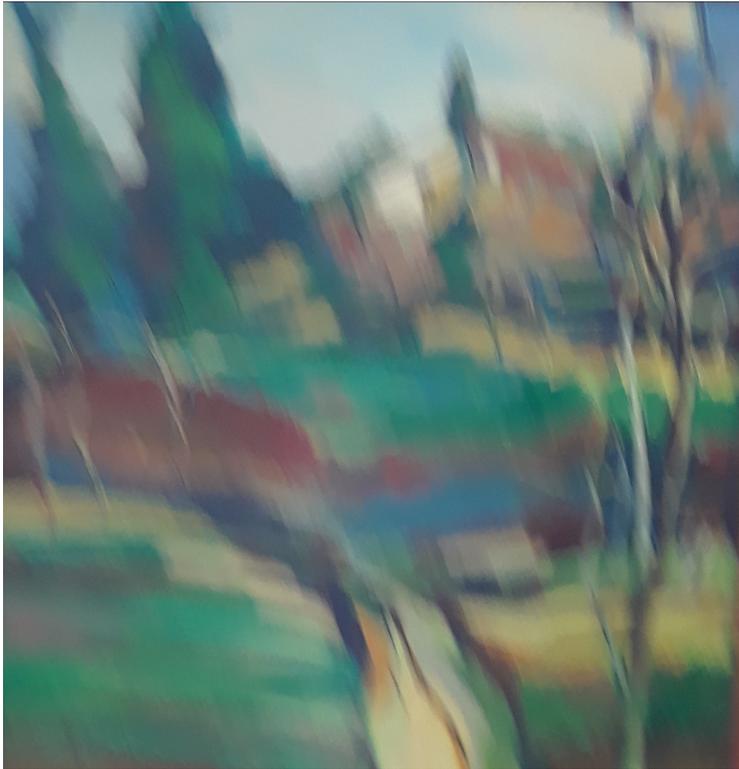
See additional presentation for Adobe/PC instructions

# Photographing your artwork

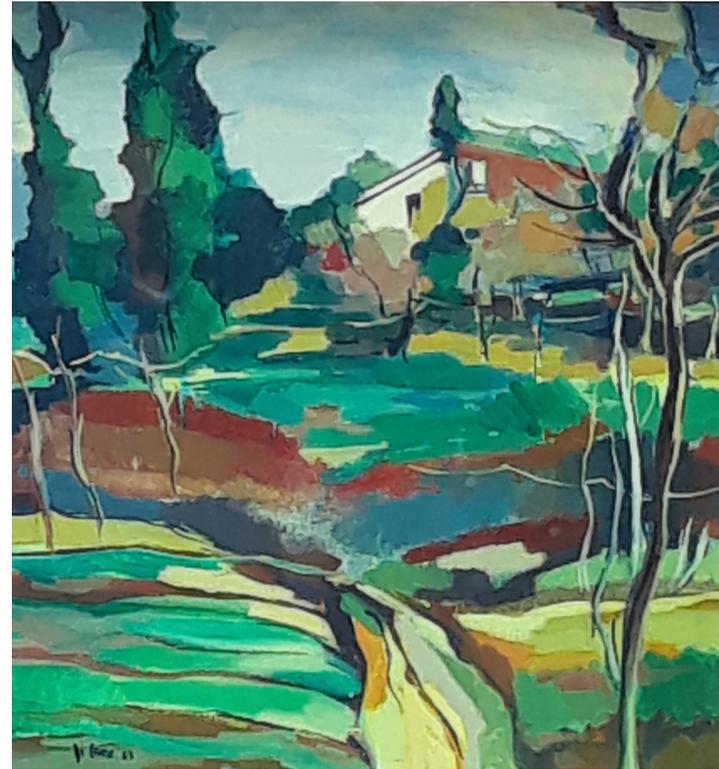
- Hire a professional, or
- Use your cellphone or camera
  - Check lighting for extraneous shadows- shadows on artwork other than those defining volume or depth, will hurt your chances of acceptance
  - Crop your photos either as you take them, or afterwards, but make sure all background is excluded-
    - 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

# Pitfalls to avoid: Clear/Blurry

Unacceptable



Acceptable



# Pitfalls to avoid: do not include a frame

Rejected due to frame in image  
(John Constable)

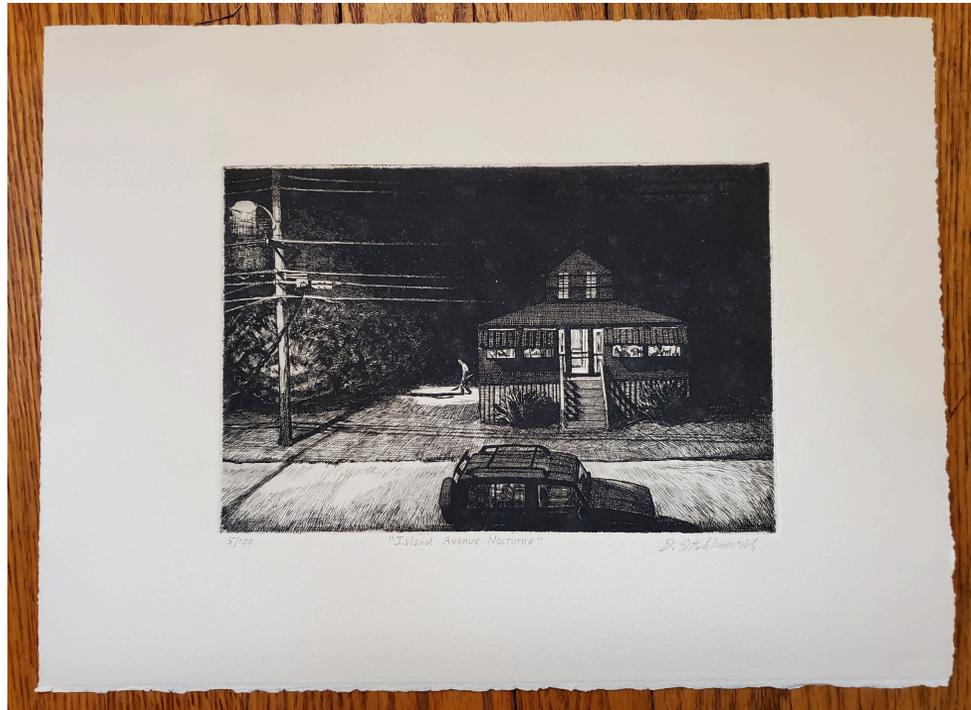


Accepted due to frame as part of artwork  
(Roy DeForest)



# Pitfalls to avoid: extraneous background or poorly cropped

Rejected due to extraneous background



Accepted for jurying  
(correctly cropped)



# How to crop a photo

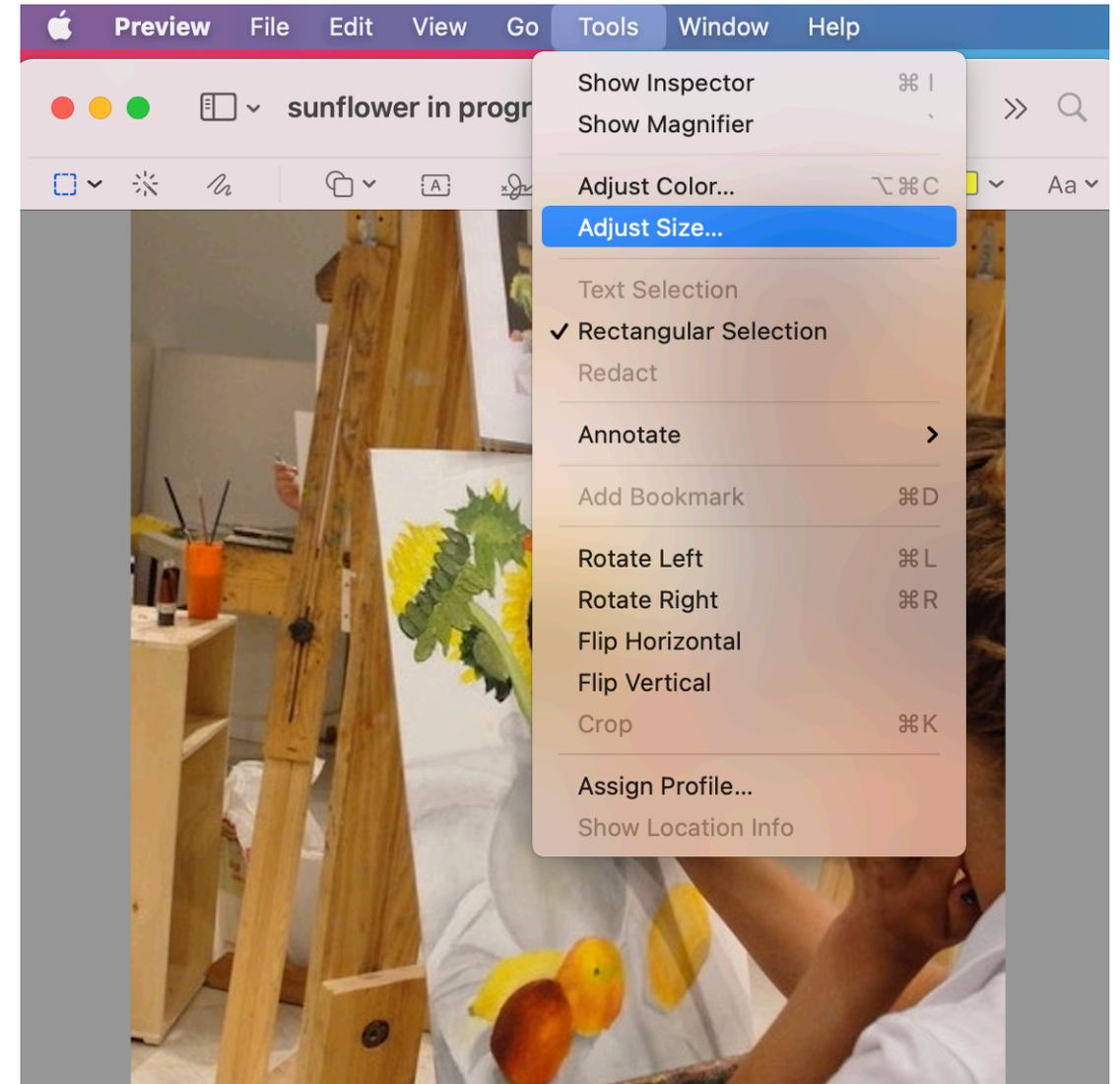


**If you have background and/or white space around your image- including a mat**

- If on a Mac, you would view it in “Preview” where it opens automatically on your computer
- Hover your cursor over the image, you will see a “+”
- Click and drag the “+” to where you want it cropped (INSIDE the image)
- Click on “command” and “K” at the same time (to “cut”)

# Sizing jpegs for electronic delivery vs. print

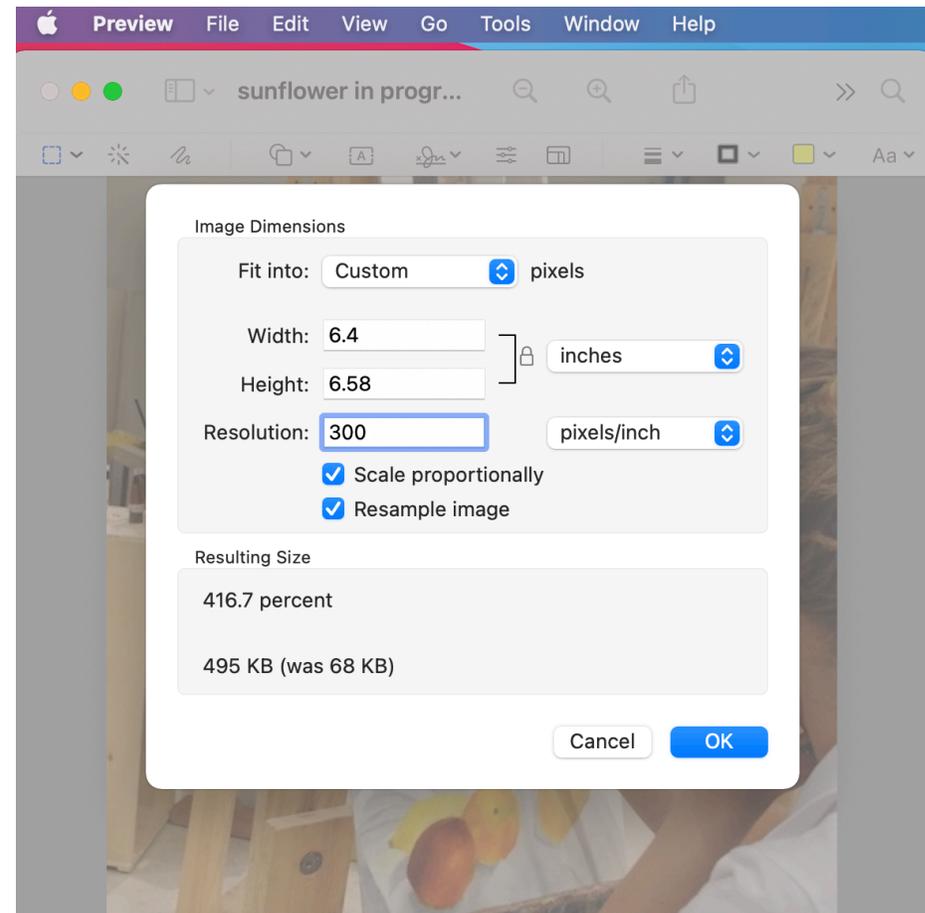
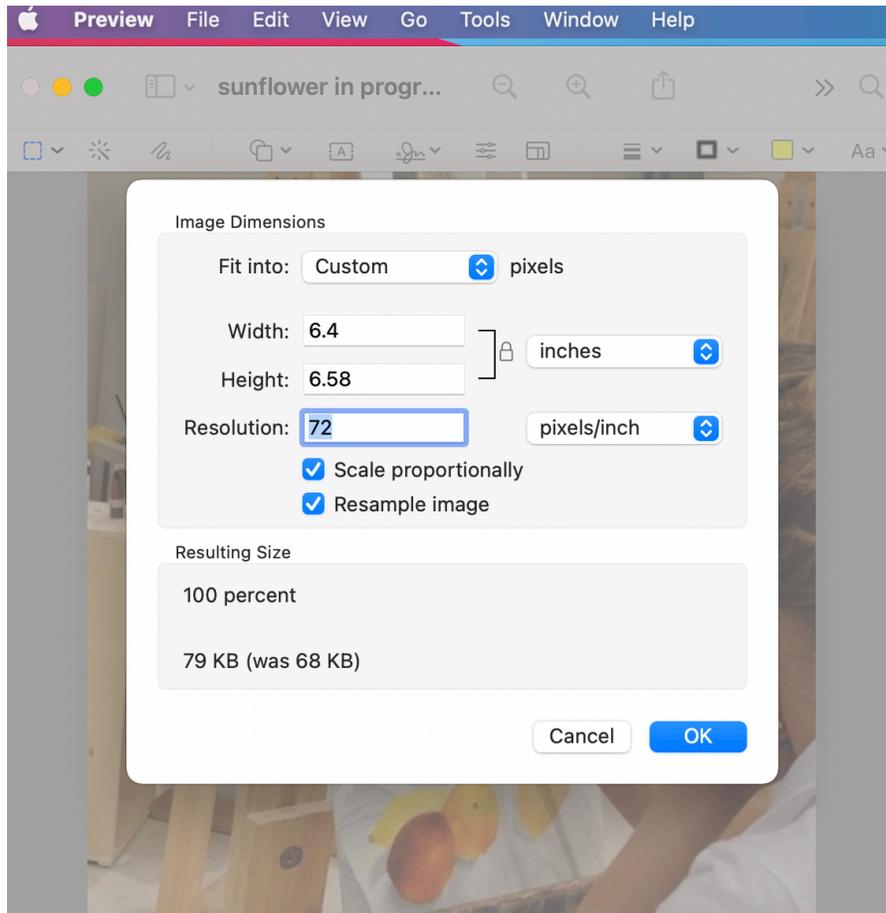
- Mac: Pic is open in "preview"
- Click on "tools"
- Choose "Adjust Size"
- PC: see other Power Point

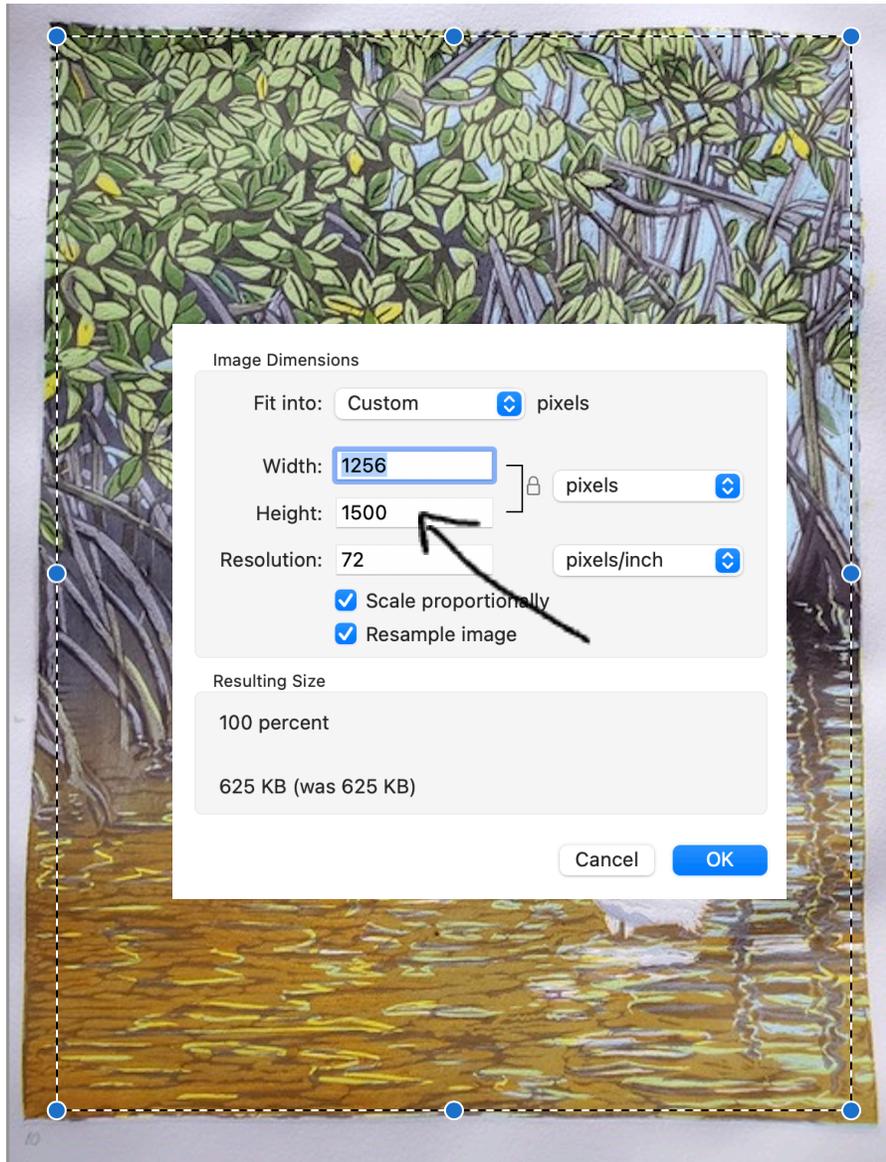


# Sizing jpegs for electronic delivery vs. print

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

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





Also, NAWA wants 1500 pixels on the longest side for both 72 and 300 dpi or ppi (electronic OR print)

# 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

# Check the Size Limit Requirement

- Your work will be 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"
- 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)

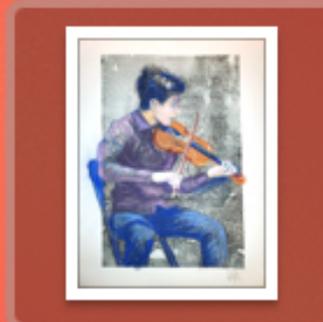
1



Violin14a.jpg

My file name

3



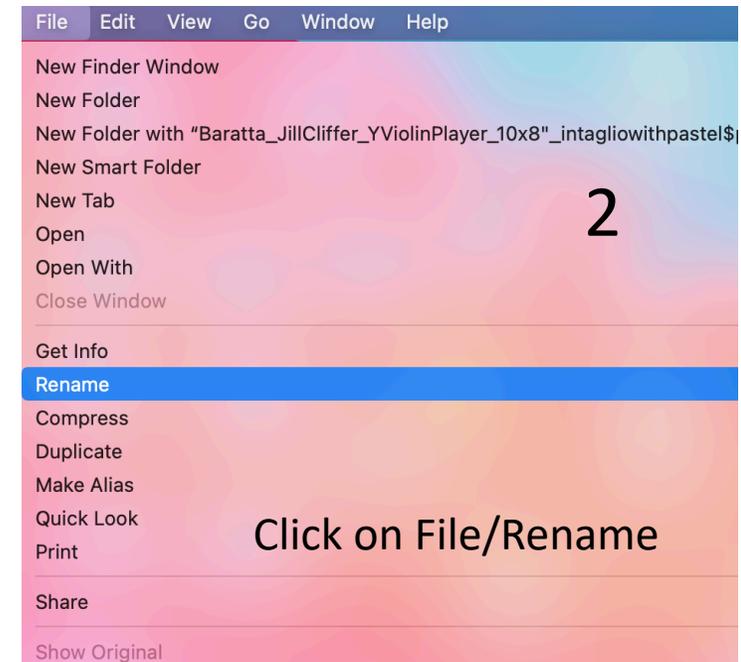
Violin14a.jpg

4

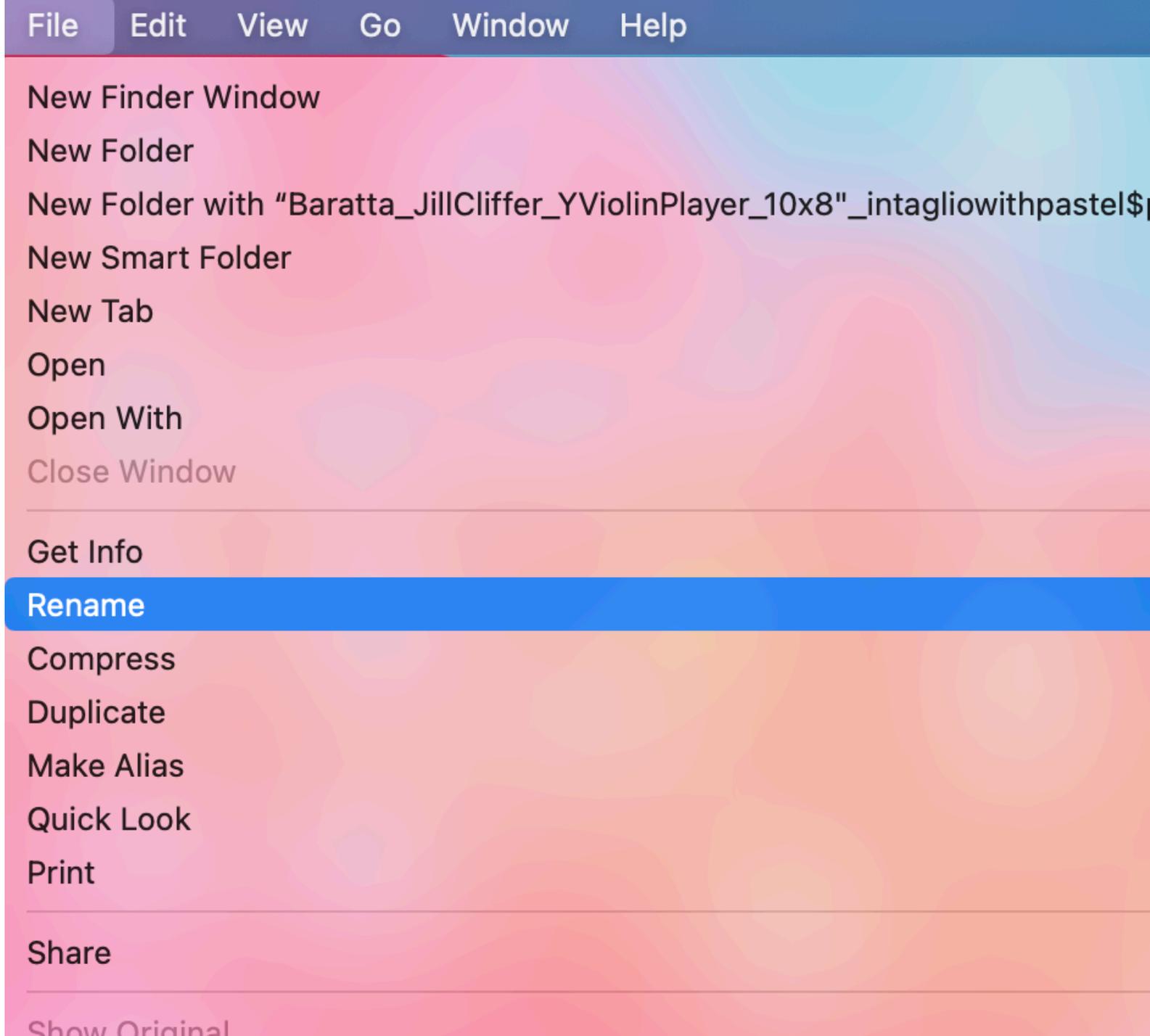


Baratta\_JillCliffer\_Y  
ViolinPlayer\_10x8"\_i  
ntagliowithpastel\$pr

Type in new label



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

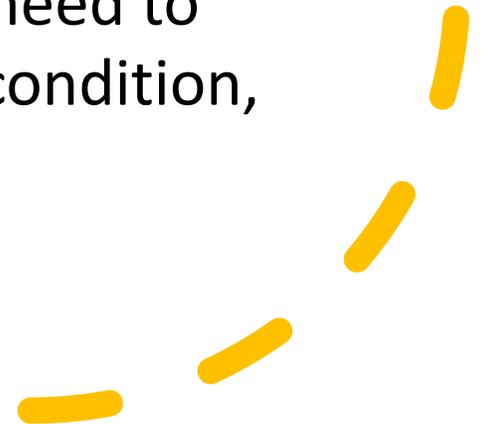


# Why is the standard labeling important?

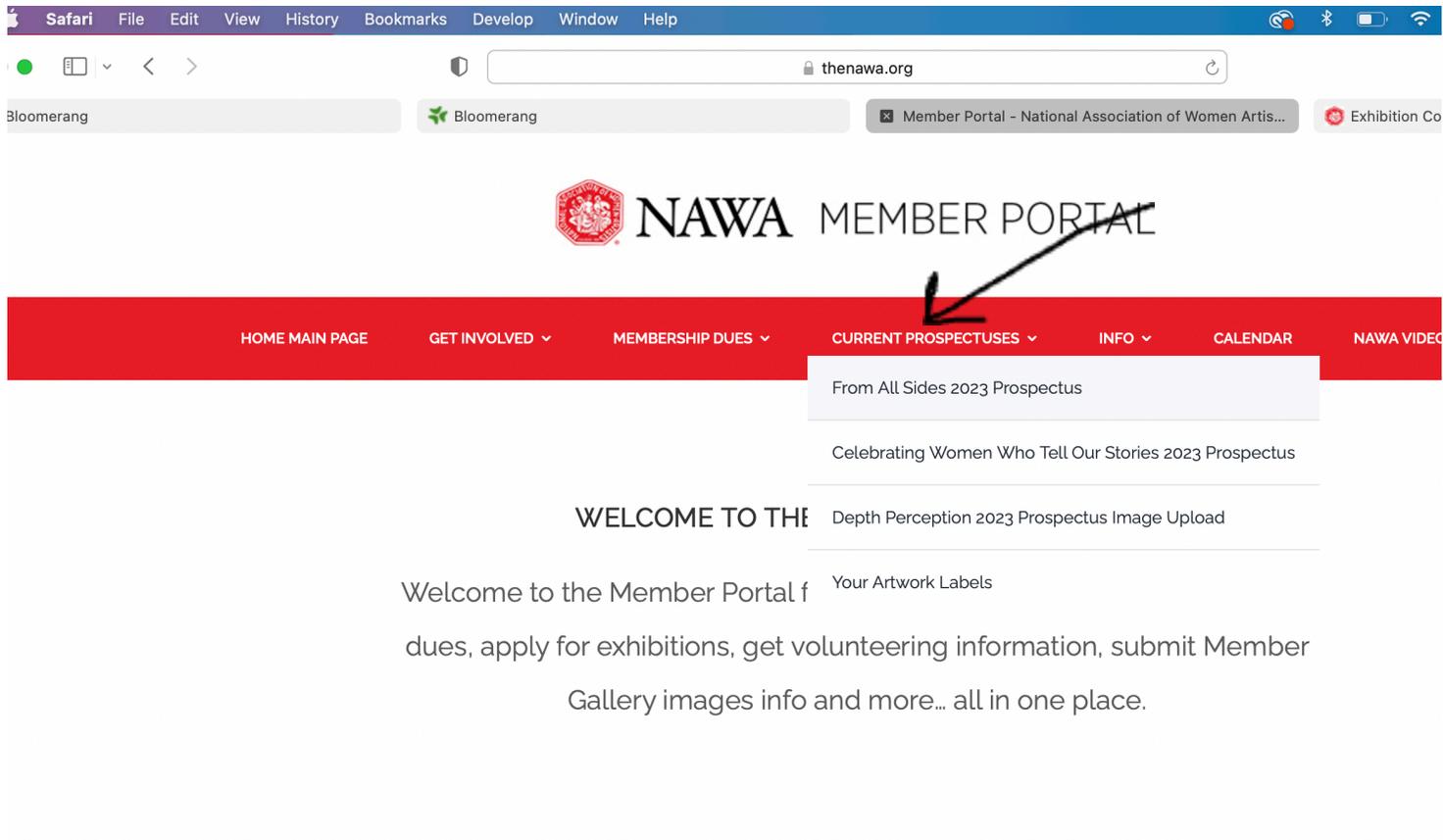
- When we receive the artwork jpegs, they are put into a *jury panel*
- Jurors will not see your name; the *label* doesn't show, but identifies the image when viewed outside the panel.
- Art images are sent to the PR committee for promotion in folders. If you do not label properly, sometimes we do not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

# Why is NAWA so particular about the photography?

- Most NAWA exhibitions are ONLINE on the NAWA website: certainly, if it is an online exhibit, but even if it is in a brick-and-mortar venue, the exhibit is often online
- EVERYTHING NAWA does reflects the professionalism of the members, and NAWA, as an organization
- We do not have person-power to be editing photos for scores, or even over a hundred images that are submitted, so we need to receive them in the best possible condition, ready to post.



# Exhibition entry forms



The screenshot shows a Safari browser window with the URL [thenawa.org](https://thenawa.org). The page title is "NAWA MEMBER PORTAL". A red navigation bar contains the following links: HOME MAIN PAGE, GET INVOLVED, MEMBERSHIP DUES, CURRENT PROSPECTUSES, INFO, CALENDAR, and NAWA VIDEO. The "CURRENT PROSPECTUSES" link is highlighted with a black arrow pointing to a dropdown menu. The dropdown menu contains the following items: From All Sides 2023 Prospectus, Celebrating Women Who Tell Our Stories 2023 Prospectus, and Depth Perception 2023 Prospectus Image Upload. Below the navigation bar, the text "WELCOME TO THE" is visible, followed by "Your Artwork Labels". The main content area contains the text: "Welcome to the Member Portal f", "dues, apply for exhibitions, get volunteering information, submit Member", and "Gallery images info and more... all in one place."

- 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!



# Q & A

Please email [office@thenawa.org](mailto:office@thenawa.org) with questions