

The Eye of the Artist 2012

Prospectus

Seattle Co-Arts 62nd Annual Juried Show, May 1-31, 2012

Joan Poor, Chair

Eligibility

All juried members of Seattle Co-Arts in good standing who have attended at least 3 meetings in the last 12 months as of and including the January 2012 general meeting are eligible to enter the 2012 juried show. The Summer Picnic and the December Banquet also qualify as meetings for eligibility purposes. The show chair is ineligible to receive awards. Any painting accepted and shown in a previous Annual Seattle Co-Arts juried show is not eligible for entry into the 2012 show.

Specifications

Each artist is allowed to enter 2 digital images. No more than 2 paintings will be juried into the show per artist. All entries must be the original work of the entering artist, executed without the supervision of an instructor, not based on any copy-righted material and completed within the last 2 years. All painting/drawing/collage mediums are acceptable. All art must be 2-dimensional and wall hung, framed or gallery wrapped and ready to hang with adequate wire (no saw tooth hangers). No nudes please.

The total outside (including frame) dimensions may not exceed 40" x 40". The minimum acceptable size is 14" x 16" (including frame.) All digital images will be kept on file with the show committee until paintings are delivered to the venue. All paintings must be exactly as they appear on your digital entry. No substitutions will be accepted.

Digital Entry Submissions

Seattle Co-Arts will accept only digital entry submissions. Sally Rawlings will be handling the digital image catalog for the 2012 show. Thank you, Sally! *Submissions are to be sent via e-mail only to Sally Rawlings at SeattleCoArts2012@gmail.com.* Please note that this email address is dedicated only for this show and may not be effective after the catalog is closed.

Digital images must be in jpeg format. Jpegs must be 300 dpi resolution, 1800 pixels max on the longest side. Jpegs must be labeled in the title bar as follows: Last name, first name, title, size of painting. Images must be cropped to exclude matting, frame, or any other extraneous visual information.

A separate instruction sheet is available for preparation of photos. In addition, there will be members available to help in photographing artwork for submission.

For those that are MAILING in their forms: Mail to:

[Beth Betker, P.O. Box 75555, Seattle, WA 98175-0555](mailto:Beth.Betker@seattlecoarts.com)

Entry Fee and Form

The entry fee is \$15.00 for two digital images of 2 paintings. *Payment should be made by check payable to Seattle Co-Arts. Mail your check and entry form to Sally Rawlings.* Please check your Co-Arts directory for Sally's address or *email Sally at SeattleCoArts2012@gmail.com.*

Information on the entry form must correspond with the information on jpegs that you are e-mailing to Sally. See page 3 of prospectus for entry form.

Venue

Seattle Co-Arts will hold the 2012 Juried Show at the Burnley Gallery at the Art Institute of Seattle near the Seattle waterfront. This is a wonderful setting overlooking Puget Sound and all the more exciting that the Burnley Gallery will be renovated this winter. Our Co-Arts show will be one of the first exhibits scheduled in this new venue.

Sales

Tentatively, all sales will be handled by The Art Institute of Seattle and are not subject to a commission. Watch newsletter for confirmation.

Publicity

Seattle Co-Arts reserves the right to use images of submitted work for Co-Arts publicity in printed and web form.

Calendar

Sunday, January 15:	Opening for Entries Sunday,
February 5:	Deadline for Art to be considered for Postcards
Friday, March 2 :	Entry Deadline
Monday, April 2:	Acceptance Notifications
Monday, April 30:	Delivery of Paintings
Saturday, May 12 :	Afternoon Reception
Friday, June 1:	Take-down of Show

ENTRY FORM, THE EYE OF THE ARTIST SEATTLE CO-ARTS 2012 ANNUAL JURIED SHOW

Each artist may enter 2 paintings, submitted as jpegs.

Please label each jpeg file with your Last Name, First Name, Title, and Image Size.

Name _____

Phone _____

Entry Fee of \$15.00

1

Artist _____

Title _____

Image Size _____

Price _____

Medium _____

2

Artist _____

Title _____

Image Size _____

Price _____

Medium _____

Guidelines for Digital Image Preparation

In order to submit an optimized image for judging, it is important to take the highest quality picture possible with your particular digital camera. You can always downsize or down-sample your images later, but you cannot up-sample without losing detail.

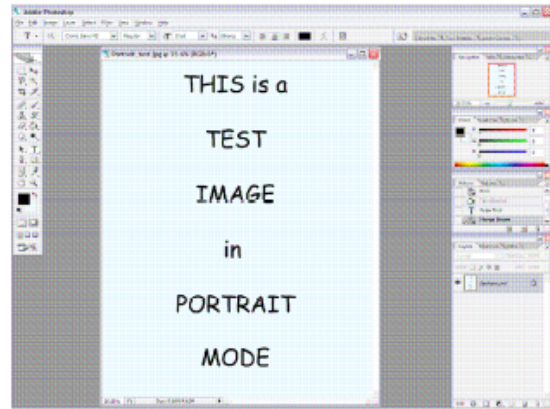
- Familiarize yourself with your camera's settings, so that you are shooting images as large as possible. Look in the manual for the chart which shows the various combinations of image size, and degrees of jpeg compression available to you. Select the combination(s) of largest number of pixels, (image size) and least jpeg compression (highest image quality). This should set the camera to shoot large archive or print quality images, of at least 300 dpi, which you can later downsample to 72 dpi for posting to the web, for example.
- Take all pictures under controlled conditions, always in the same lighting, preferably shadow-free artificial light. If your camera is capable, consider multiple exposures with differing white balance settings, in order to find the setting which produces image colors and tones as close to the original as possible.
- Use a tripod, with the lens centered on the artwork, to avoid key-stoned images.
- Adjust the lens-to-subject distance so that the frame is filled by the image; this will avoid having to crop away valuable pixels at editing time.

Typically, the prospectus will call for an image of 300 dpi quality, and 6 inches on the long dimension. This can also be expressed as an image of 300 dpi, 1800 pixels on the long side ($6 \times 300 = 1,800$).

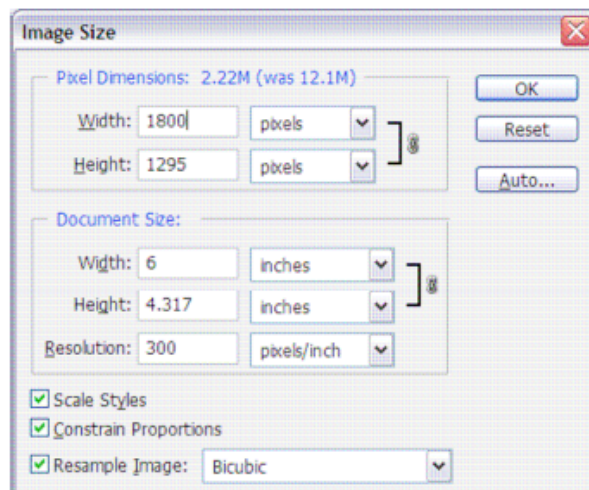
However, when these images are viewed on a monitor, or projected, landscape images are of greater area than portrait images. In order to achieve equity in judging, most competitions are now requesting that all submitted images, both portrait and landscape, be adjusted to a standard size and dpi resolution. Thus you are also asked to convert all of your images to a square format with black bands on two sides, so that every image occupies the same area as presented to the juror.

The following are generic instructions for use in many photo-editing programs. The steps may vary slightly depending on which program you are using:

1. On your computer, open an image in a photo editing program, such as Photoshop or Photoshop Elements.

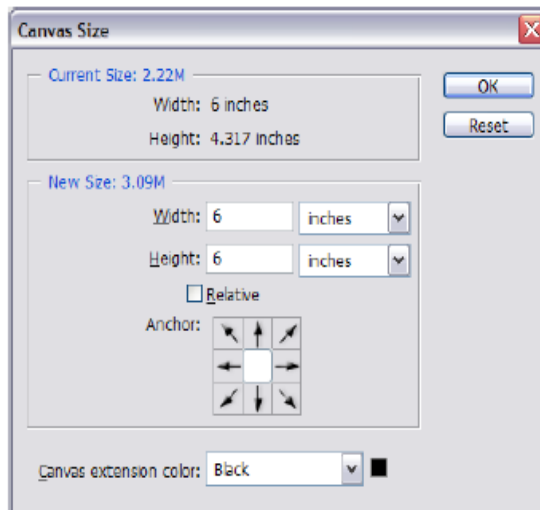


2. Open the Image Size or Resize tool box, which is usually located in one of the toolbar menus, and begin with Image Size:
 - Make sure that all the boxes on the lower left are checked, especially "resample image".
 - Set your resolution to 300 pixels per inch (dpi).
 - Reduce the longer edge of the image to 1800 pixels. This will automatically reduce the length of that edge to 6 inches. The shorter side will reduce proportionally.

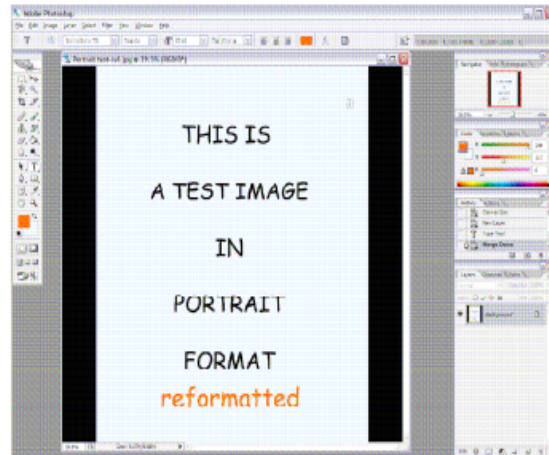
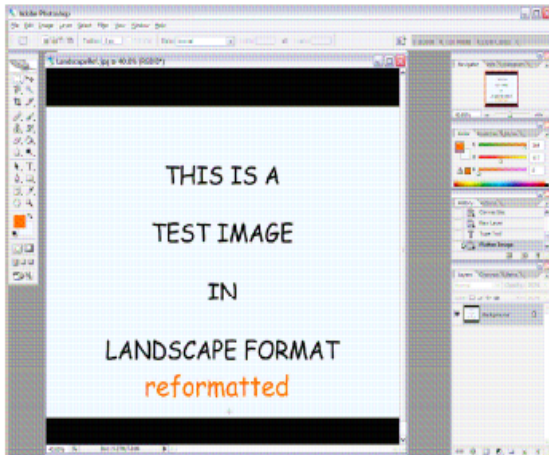


- Choose OK.

3. Go to (Image Size >) Canvas Size.
 - Make sure that the canvas expansion color or background color is set to black.
 - Make sure that the box labeled "Relative" is NOT checked.
 - Leave the image anchor in the default center box on the grid.
 - View the image in inches. Expand the canvas size on the shorter end to 6 inches(1800 pixels). The other side will stay fixed at 6 inches or 1800 pixels.



When you select OK, you will now see a square image, regardless of whether you began with portrait or landscape mode, with black bands along the longer sides.



4. Click File > Save As, and save the image file renamed as is asked for by the prospectus, typically: *yourlastname.firstnameinitial.titleofpainting.sizeofpainting.jpg* (for example: smith.j.aspens.12x16.jpg (no spaces or symbols))
5. If the screen asks you for quality, set it to the maximum (12). Click OK - And you're done!