

## **TEXT-IMAGE SUBMISSION GUIDELINES**

*Each artist must submit at least one digital image that represents their artwork. Please carefully read and follow the instructions below to prepare your digital files for the Studio Tour catalogue, website, and press submissions.*

**SUBMISSION DEADLINE: June 2, 2023**

### **1) PREPARE YOUR DIGITAL IMAGES:**

#### **PARTICIPANTS MAY SUBMIT UP TO 3 DIGITAL IMAGES:**

- a. Required:** One digital image of your artwork for use in both the catalogue and on the website of your primary art medium. This image will be shown in a 2-inch square format in the catalog. If you do not submit a square format, the committee will crop your image to the necessary specifications. If your artwork is elongated be sure to include enough background to fit the desired image within a square setting. You can show your whole piece within this square or you can do a creative crop of detail of the piece. We recommend 3D artists (jewelry, ceramics etc.) use plain backgrounds and limit the number of pieces included in your shot – this results in better imagery for the brochure. **Use a computer with an image manipulation program (such as Photoshop) to size your digital image to the following specifications: JPG file format, at least 7 inches square, at 300 dpi.**
- b. Optional:** For the website only - Participants may submit a second image in a square format if you work in multiple genres. Participants are limited to showing in two genres on the website. **Use a computer with an image manipulation program (such as Photoshop) to size your digital image to the following specifications: JPG file format, at least 7 inches square, at 300 dpi.**
- c. Optional:** Promotional Images – Participants may submit an additional image in square, vertical or horizontal format for possible use in press release materials. The Publicity Team is primarily looking for images of artists at work in their studios. **Use a computer with an image manipulation program (such as Photoshop) to size your digital image to the following specifications: JPG file format, at least 7 inches on the shortest side at 300 dpi.**

#### **NOTES:**

- If you are not able to size your file correctly as described above, please take the largest possible size digital image of your work and use a large file transfer program such as [www.transfERNOW.net](http://www.transfERNOW.net) to upload and send it to [StudioTourText.Images@gmail.com](mailto:StudioTourText.Images@gmail.com).
- We will re-size it for you, including cropping the image for the catalog if necessary.
- If you would like to use the text and images from 2022 Studio Tour, please send an email request to [StudioTourText.Images@gmail.com](mailto:StudioTourText.Images@gmail.com). You will receive an email response to confirm the text and image to be used.
- For those who need professional service for photography of your artwork and/or digital file preparation, you can make your own arrangements with John Baker [info@highdesertartsnm.com](mailto:info@highdesertartsnm.com) 505-982-9875

## 2) TITLE YOUR DIGITAL IMAGES AND PREPARE YOUR TEXT:

### a. Select a medium that best represents your artwork:

Ceramics/Clay	Fiber Art	Mixed Media	Recycled Art	Wood
Digital Art	Glass	Painting	Sculpture	
Drawing/Printmaking/Paper	Jewelry	Photography	Wearable Art	

### b. Title Your Digital Images Files Accurately:

- **For the Catalog:** Name (last name first name), Underscore, Medium, Underscore, Catalog.jpg  
*Example: SmithFred\_painting\_catalog.jpg*
- **For the Website:** Name (last name first name), Underscore, 2nd Medium, Underscore, Website.jpg  
*Example: SmithFred\_glass\_website.jpg*
- **For Promotion:** Name (last name first name), Underscore, Promo.jpg  
*Example: SmithFred\_promo.jpg*

### c. Prepare the Text to Accompany Your Digital Image:

- Your name (as you want it to appear in the brochure and on the website).
- Up to two lines of 25 characters per line (including spaces) creatively describe your artwork. Be sure to double check your character count. The Text/Photo Submissions Coordinator may edit if it doesn't fit.
- Phone number where you can be reached **during the tour.**
- One of the following: website address, blog address or email address.

## 3) EMAIL YOUR TEXT AND UPLOAD YOUR IMAGES:

### a. Email your text to the following address: StudioTourText.Images@gmail.com

### b. Upload your digital images using a "large file transfer program" (do not email):

Many email programs like AOL, Yahoo and some Mac email programs automatically downsize image files when they are mailed. Please upload your files using a large file transfer program like Google Drive, Dropbox, or [www.transferrnow.net](http://www.transferrnow.net). When selecting the recipient of your files, enter StudioTourText.Images@gmail.com.

## 4) YOU ARE DONE:

Once you have submitted your image files and text, you will receive a confirmation email within 48hours. Reminder: