

ELDORADO STUDIO TOUR
2022 TEXT-IMAGE SUBMISSION GUIDELINES

DEADLINE: June 3, 2022

Text and images not received on or before this date will not have their information published in the brochure or on the website.

SEND ALL TEXT AND IMAGES TO: StudioTourText.Images@gmail.com

(don't forget the period between the word Text and Images) Text and images sent to any other email address will not be accepted.

Each artist must submit at least one digital image of representative artwork. Please carefully read and follow the instructions below to prepare your digital files for the 2022 Studio Tour Brochure, website, and press submissions. See past brochure(s) for image and text examples.

PARTICIPANTS MAY SUBMIT UP TO 3 IMAGES:

1. **Required:** One image for use in both the brochure and on the website for your primary genre. This image will be shown in a 2-inch square format. 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.
2. **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.
3. **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.

NOTE: Any images of high quality that a participant submits may be used at the discretion of the Publicity Team in promotional materials.

Available Genres

Select the Genre that best represents your artwork

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

For those who need professional service for photography of your artwork and/or digital file preparation, here is a recommended and qualified art photographer. Make your own arrangements.

John Baker info@highdesertartsnm.com 505-982-9875

TEXT-IMAGES SUBMISSION GUIDELINES (Continued)

IMAGES FOR BROCHURE (required) & WEBSITE (optional)

1. Participants are required to submit one image (square format) for use in both the brochure and website in your primary genre.
2. Digital File Requirements
 - a. JPG file format, at least 7 inches square, at 300 dpi
 - b. If image is not square, it will be cropped to square from its center point
 - c. Title the brochure JPG as follows:
**Name (last name first name), Underscore, Genre,
Underscore, Brochure.jpg**
Example: SmithFred_jewelry_brochure.jpg
 - d. Title the second website JPG as follows:
Name (last name first name), Underscore, 2nd Genre.jpg
Example: SmithFred_glass.jpg
 - e. Important Note: if you are not able to size your file correctly as described above, please send your file in the largest possible size. We will re-size it for you, including cropping the image for the brochure if necessary.
 - f. For 2022 – last year’s images are not available, everyone will need to send in new images.

IMAGES FOR PROMOTIONAL PURPOSES (optional)

1. Promotional images may be submitted in square, vertical or horizontal format
2. JPG file format, at least 7 inches on the shortest side, at 300 dpi.
3. Title the Promotional JPG as follows:
Name (last name first name), Underscore, Promo.jpg
Example: SmithFred_Promo.jpg

BROCHURE / WEBSITE TEXT INFORMATION (required)

1. Include the following information in the body of the email when submitting your images
2. Your Name (as you want it to appear in the brochure and on the Website)
3. Up to two lines of 25 characters per line (including spaces) to creatively describe your artwork. Be sure to double check your character count. The Text/Photo Submissions Coordinator may edit if it doesn’t fit
Fred Smith
Luminous Glass Landscapes
And Unique Glass Jewelry
5. Phone number where you can be reached **during the tour**
6. One of the following: website address, blog address or email address

SUBMIT an email to StudioTourText.Images@gmail.com that includes the required text information in the body of the email and the jpg images as attachments.

Please Note: Some email programs like AOL, Yahoo and some Mac email programs will automatically downsize image files when they are mailed. If you are not sure about your own email program, please upload the files at <https://transferbigfiles.com> or another large file transfer site of your choice along with your brochure text information