



**Take your art
to the next level**

Mike Scherfen and Tess Fields

What will you learn today?

How to:

- How to take better photos of your work
- Adjust and improve your images
- Properly name your images
- Submit your images via EntryThingy

Why is it important to take better photos of your work?

- Many organizations will not accept your work
- Poor presentation for judging
- Work cannot be used for publicity or reproduction
- Does not provide an accurate record of your work for your own records
- May not be able to upload it to EntryThingy

What's wrong with this picture?

- Taken under glass
- Not square
- Dark
- Shows mat and frame



What's wrong with this picture?

- Taken under glass
- Used flash
- Wrong orientation



Step #1
Make the art

Step #2
Take the picture

Take your artwork
outside

Natural light
is best/midday

Many different ways to take pictures

- Digital camera – point and shoot or SLR
- iPhone or iPad
- Android smart phones



Each has its own process to improve your images

Changing settings can improve the
quality of your photos

Ask Google

“How can I improve picture quality on my
iPhone”

Get specific direction to change your
settings





- Place in a shaded location (flat/dry)
- Position a chair close to the artwork
- Support your camera (phone)
- Square the art in the viewfinder
- Take the picture (several)

Save your image to the Desktop

Can edit on your iPhone or iPad
or
Download to your PC

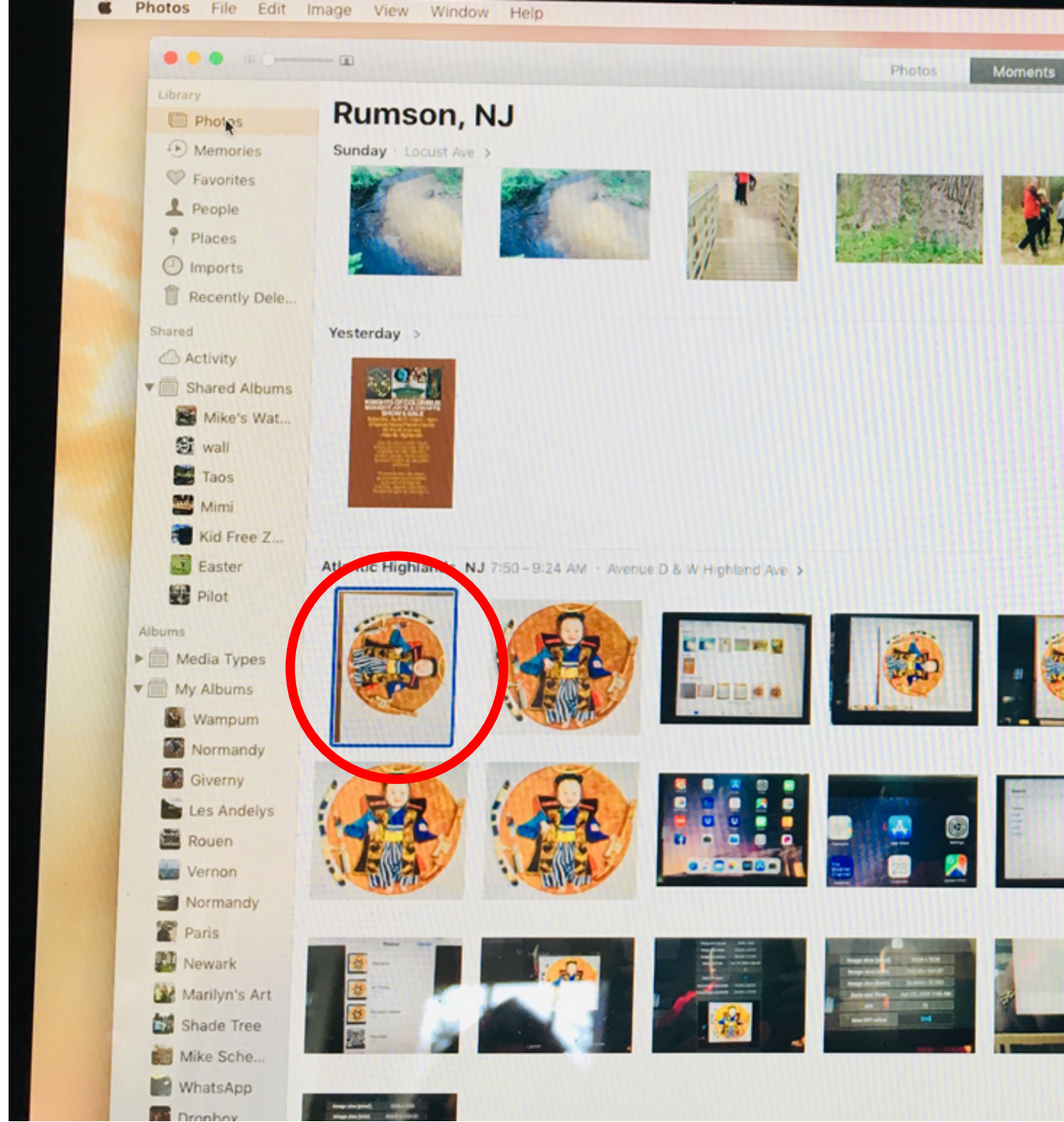


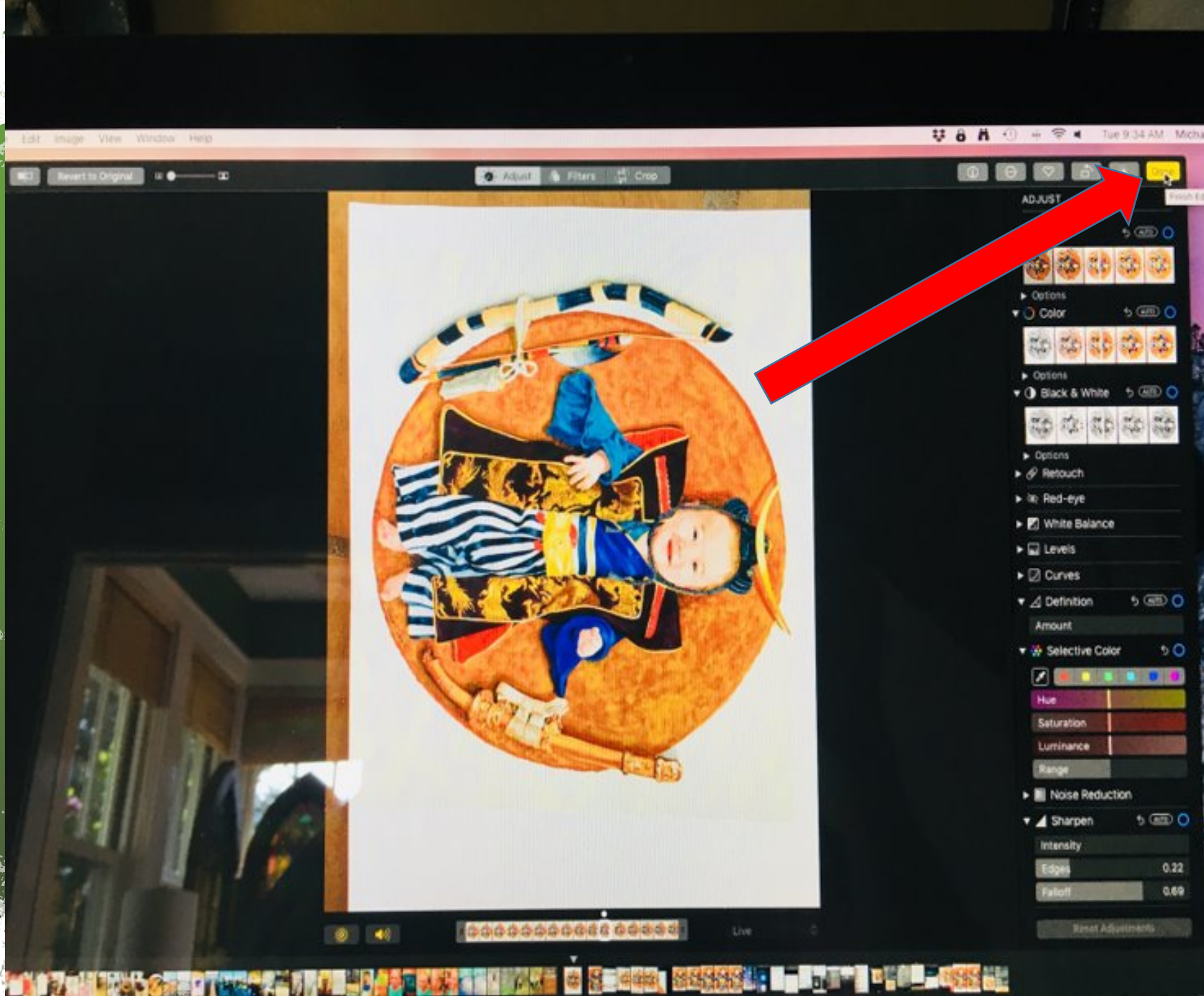
Adjusting Your Image

Open Photos

Select the
best picture
you just took
with your curser



Click on it twice
to open it up in a
new window





Right click and select **edit** or click the edit button in the upper right corner



- Click on Rotation button rotate to the correct orientation 
- Portrait or Landscape
- Click on cropping button 
- Crop the image to only show the painting – no mat, frame or other background
- Save the image to your desktop

What software will you use to enhance your image?

- Photoshop or Photoshop elements
- Software installed on your phone, iPad or PC (Microsoft Paint)
- Aps you can download free or low cost:
 - PICFY
 - Piczoo
 - Photo Editor

Properly name your image

File name: IMG_2756 (2)

Save as type: .JPG

- Right click “save as” or “rename”
- File Name:
 - Artist's name & title
in this format:
Smith_Jane_Landscape.jpg

What are the properties of your image? Common terms

File size KB or kilobyte; MB or megabyte is
computer memory or data

Dpi Dots per inch

Dimensions Number of dpi h x w

These affect the resolution and size of your image!



**The higher
the resolution
the better the
image**

What are GSWS's standards?

- Digital requirements are included in every exhibit prospectus

Digital file(s) must be:

- In JPEG format
- File size up to 3MB
- dpi of 300 with 1200 pixels on the longer side

Image Dimensions

Fit into: Custom pixels ←

Width: 3185 pixels

Height: 2874 pixels

Resolution: 72 pixels/inch

Scale proportionally

Resample image

Resulting Size

44.24 × 39.92 inches

2.1 MB (was 2 MB)

Cancel

OK

Image Dimensions

Fit into: Custom pixels

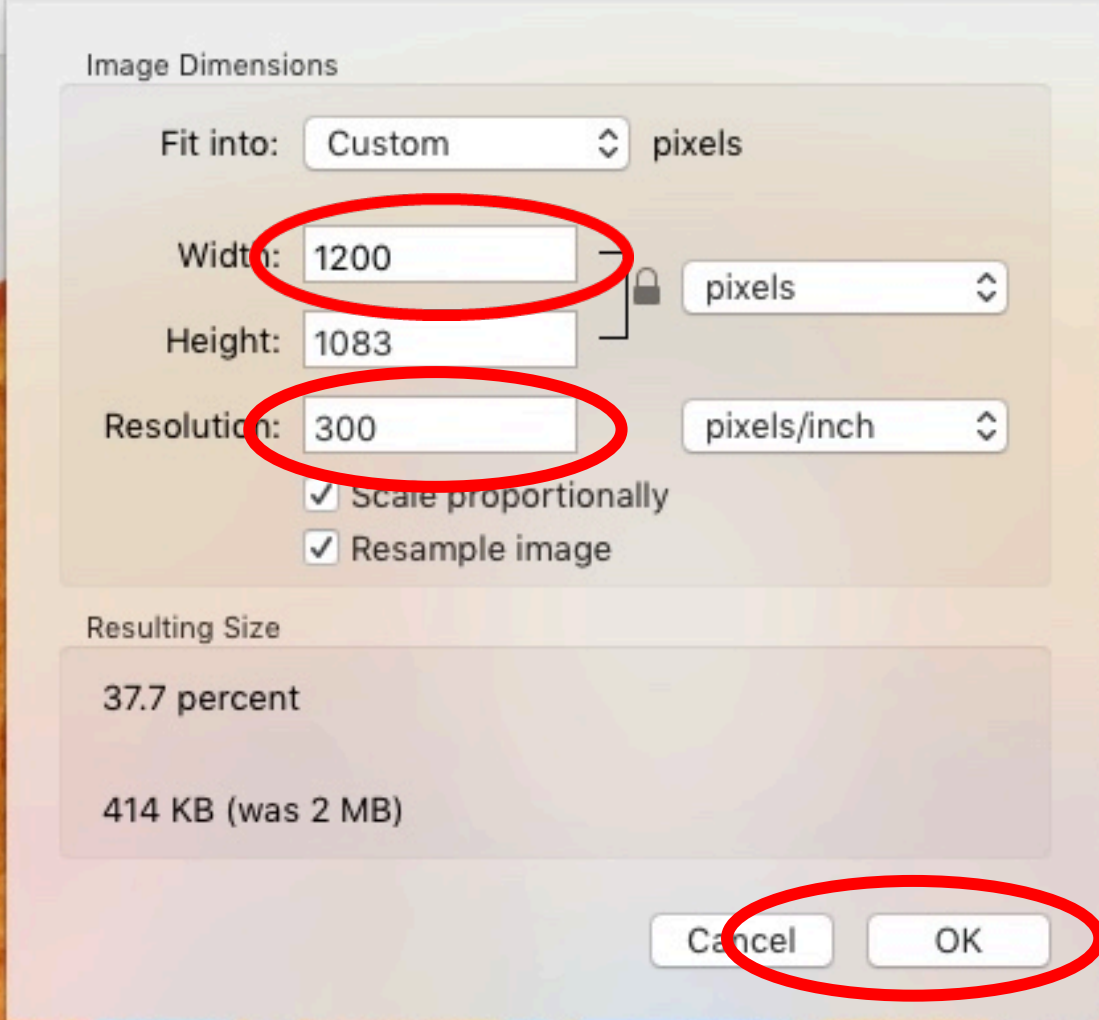


Image Dimensions

Step #1
Resolution: 300 pixels/inch

Step #2
Longest Side:
1200 pixels

Step #3
Click OK



**Now you are
ready to enter
the next GSWS
exhibit!**

What is EntryThingy?

- EntryThingy is a art exhibit management system used by many organizations nation-wide
- GSWS pays a \$2 fee for every submission
- GSWS establishes a time that work can be submitted, information that must be provided and the digital standards for the images
- For juried exhibits, the submissions are viewed by the juror for acceptance
- The juror assigns awards in person after the show is hung

What is EntryThingy?

- Info from EntryThingy is used to create the labels and catalog
- So...take care with your name, title etc.
- Images are selected from EntryThingy for publicity and marketing
- Only high quality images will work in print

@ GSWCS.com find the exhibit you want to enter

May 1, 2019 – June 8, 2019

2019 Annual Members Exhibition

Middletown Arts Center, Middletown, NJ

GSWS is proud to present its Annual Members' Exhibition. This year's show will present be \$3000 in cash and prizes. We will have our traditional water-based media pieces for both Signature and Associate Members as well as non-water media based work.

Best in Show awarded Watermedia Category - \$600

Dates at a Glance:

Online entry | March 1, 2019 - April 15, 2019

Receivin
Opening

4:30pm

Round Robin Event: Sunday, May 5, 2019 | 2pm - 4pm

Artist Demonstration: Saturday, June 8, 2019 | 2pm - 4pm

Pickup of Unsold Works: Saturday, June 15, 2019 | 4pm - 6pm

Prospectus

Prospectus



"Winter Sky" by Lois Westerfield

Print the Prospectus!

Read the Prospectus!

EntryThingy

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Dates at a Glance:

Online entry | March 1, 2019 - April 15, 2019

Receiving: Monday, April 29, 2019 | 10am - 2pm

Opening Reception/Awards: Sunday, May 5, 2019 | 2pm - 4:30pm

Round Robin Event: Sunday, May 5, 2019 | 2pm - 4pm

Artist Demonstration: Saturday, June 8, 2019 | 2pm - 4pm

Pickup of Unsold Works: Saturday, June 8, 2019 | 4pm - 6pm

[Prospectus](#)



"Winter Sky" by Lois Westerfield

EntryThingy

[EntryThingy](#)

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EntryThingy

Members Exhibit

First Name

Last Name

Email

Create a Password


Confirm Password

Signup

Write down your password!

Is this your first time using Entry Thingy?

Then enter your name, email address and create a password to signup and submit your entry.

You will use your email and password to login when you return. You can use this login wherever you see the  symbol.

[Click here](#) to watch a short video that will show you how to signup and submit an entry.

Have you used  before? [Please click here to login.](#)

Or save it for this site

Note: You do not need a PayPal account in order to pay online.

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EntryThingy

Click here if you already have an EntryThingy account!

First Name

Last Name


Email

Create a Password

Confirm Password

Signup

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EntryThingy

Login here

Email

Password

Login

Login with your  email and password.

Not sure how this works? [Click here](#) to watch a short video that'll show you.

Don't have a login? [Click here to signup](#).

Forgot your password? [Click here](#).

Note: You do not need a PayPal account in order to pay online.

BOD

Description: (400 chars)

Dimensions: (50 chars)

20x24

Dimensions of the framed piece - width x height

Material: (100 chars)

watercolor

Price: (20 chars)

\$200

Year: (20 chars)

2018

The file: (permitted types: .jpg)

C:\Users\carvi\Desktop\ai Browse...

Browse lets you access the files or desktop where you save your artwork images

Upload

Cancel

Then click **upload**

Note: You do not need a PayPal account in order to pay online.

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My Entry in GSWS Annual Members 2019 Exhibition

Pieces for this Entry

[\[reuse previous\]](#) [\[select from my artwork\]](#)



Title: Bob
Dimensions: 20x24
Material: watercolor
Price: \$200
Year: 2018
File: [arturon morales egret in the](#)
[\[edit\]](#) [\[delete\]](#)

If you want to add
another painting click
here

Entry Status: Not Submitted

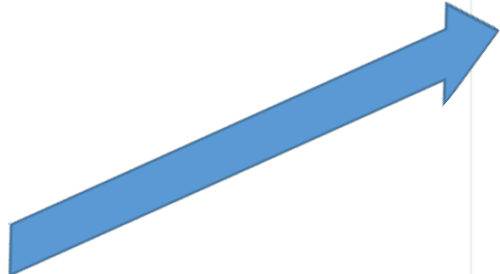
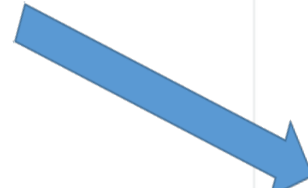
Please make sure your 2019 GSWS membership is paid before you complete your entry. Select the PAY NOW button to pay and submit entry. Your entry fee will automatically be calculated based the number of uploaded art pieces. You do not need a Paypal account to pay with a credit or debit card. PRESS the PAY NOW Button only 1 time to avoid duplicate payment.




If you are **DONE** click here and **Pay Now**

Entry Number: 5513.355568

If you have a PayPal account use your PayPal ID and password



If you don't have PayPal use your EntryThingy email and password

 🛒 \$15.00 USD

Pay with PayPal

bob@gmail.com

●●●●●● Show

Stay logged in for faster checkout ?
Not recommended on shared devices.

Log In

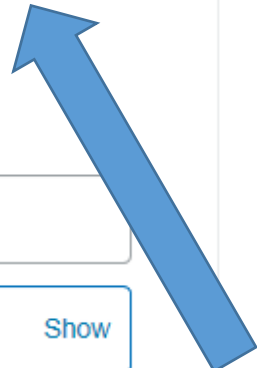
[Having trouble logging in?](#)

or

Pay with Debit or Credit Card

[Cancel and return to Garden State Watercolor Society](#)

[English](#) | [Français](#) | [Español](#) | [中文](#)

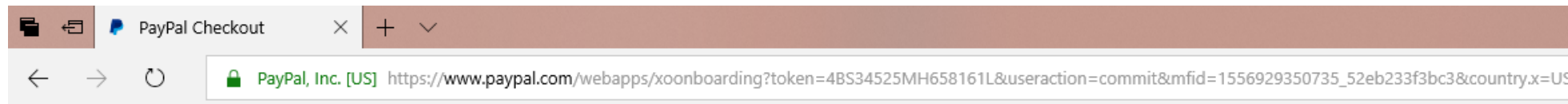


\$15

Wow that's cheap!

You do not need a PayPal account to pay online

It's secure just like your other online purchases

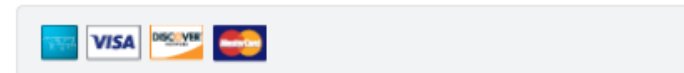


🛒 \$15.00 USD ▾

PayPal Guest Checkout

We don't share your financial details with the merchant.

Country
United States ▾



Card number

Expires

CSC 

First name

Last name

Billing address

Street address

Apt., ste., bldg.

City


State ▾

ZIP code



PayPal is the safer, easier way to pay

No matter where you shop, we keep your financial information secure.



It's a good idea
to print out
your label
now!

- The label is provided on the last page of the prospectus
- Use same information as EntryThingy
- Affix the label to the back of your painting
- Print out a copy of your bio or artist's statement, and
- Mark your calendar with the receiving date and time

You are done for now

- EntryThingy

will send you a confirmation email



**Be prepared
to volunteer!**

- It takes a lot of work to put on an exhibit
- Jobs include:
 - Planning
 - Publicity
 - Graphic design
 - Obtaining award donations
 - Receiving
 - Hanging
 - Reception
 - Planning and carrying out events
 - Closing and pickup of unsold work



**Thank you
for attending**

Questions?