

Placer Artists Tour 2022

Galleries and Art Schools

Guidelines for quality Photos and application instructions

The Tour offers tremendous opportunity for exposure in Placer County and beyond. This is your opportunity to shine!

Along with your Gallery and/or Art School description, quality Photos are crucial to presenting your venue as a professional, welcoming space. The public will see your images first when they decide whether or not to visit your location.

Along with representation in the Guide and Website, photos will be used for publicity - both digital and print. Instagram and Facebook will be an important component of marketing.

Consider having professional photos taken. Contact Susan Stoll stollartandphoto@gmail.com or Janet Nicholson janet@nicholsonblownglass.com if you would like assistance.

Please include a photo of the outside of the gallery as well as inside views. People viewing art from behind add interest. If they are photographed from the front, you will need a release to publish the photo.

Photos of the gallery in action need to be current. Images that are most often used in social media and other publicity show activity and engagement. Photos of artists and their art participating in the Gallery or Art School may be selected to use for publicity as well. Photos of classes and close ups of students working can also be effective. Those can be taken with a newer cell phone camera. Videos are also widely viewed on social media and can be added to your profile on the website.

Review your images before submitting to check for sharp focus and optimum exposure (not too light or too dark)

Application Instructions:

Format: jpg

Size:

The Photo for the Guide will be square
1500 pixels x 1500 pixels

Additional photos will need to be 1500 pixels on the shortest side.

File names:

name files with your GALLERY NAME ie: Persimmon.jpg

When the images are submitted as requested. It is much easier for them to be prepared for inclusion in the Guide, Website and publicity. If not, they have to be edited manually by the Steering Committee volunteer.