

Placer Artists Tour 2022

Guidelines for quality Photos and application instructions

The Tour offers a tremendous opportunity for exposure in Placer County and beyond. This is your opportunity to look your very best!

Along with your artist statement, quality photos are crucial to presenting yourself as a professional artist. 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 artist profiles, photos will be used for publicity - both digital and print. Instagram and Facebook will be important components of marketing.

If you would like to have your work professionally photographed, contact Susan Stoll stollartandphoto@gmail.com or Janet Nicholson janet@nicholsonblownglass.com and we will notify you when a session will be scheduled.

Photographs feature a single artwork in each image unless multiple pieces represent one work of art.

2D: Fill the image with your art and be sure it is straight. Don't include the frame unless it is part of the art. Watch out for reflections. You might need to remove glass to avoid this.

3D: Keep the background clean and uncluttered. White or neutral tones are best. Watch for unwanted reflections.

Working images need to be current. You may include one of you looking at the camera but the images that are most often used in social media and other publicity show action and engagement in the process, even close ups of hands and materials. Those can be taken with a newer cell phone camera. Videos are also widely viewed on social media and can be added to your artist 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 of artwork will need to be 1500 pixels on the shortest side.

Include photos of you at work that are also 1500 pixels on the shortest side.

File names:

Name files with your **LAST NAME FIRST**, then first name followed by the title of your artwork.
ie: McNuttGiaRiverView.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 and your application may be returned if not properly submitted.

If you need assistance or have questions contact Susan Stoll - stollartandphoto@gmail.com or Janet Nicholson - janet@nicholsonblownglass.com