

## Tips for applying to a juried call:

The competition can be fierce. Hundreds (sometimes thousands) of artists vie for a limited number of coveted spots in a juried art show, and a group of your artistic peers decides who does and does not make the grade. Since the jury never sees you, but only images of your work and your application, these become your “audition.” Too often artists with talent get rejected because they don’t pay enough attention to the details that sway a jury to say yea rather than nay. Here are some pointers to help you make the cut.

### 1. Apply for shows that fit your work

“It’s a big mistake to force yourself to try to make work that you’re not excited about, just to fit within the theme of a show,” says Jessica McCoy, an assistant professor of painting at Pitzer College in Claremont, California. McCoy encourages artists to submit work that they’re passionate about and comfortable making.

“For example, if you do large-scale abstract paintings and the show you’re thinking about applying for is seeking small-scale portraiture work, it’s probably not a good idea,” cautions McCoy, who goes on to explain that it’s obvious to a jury when the work you’ve submitted isn’t fully developed.

### 2. Consider hiring a professional photographer

The advent of digital photography has made it tempting for artists to shoot their own slides and digital images for juried shows. But according to Gregg Hertzlieb, director of the Brauer Museum of Art in Valparaiso, Indiana, this can backfire.

“For example,” says Hertzlieb, “because of inexperience, someone may position the camera too far away from the piece of art, and so the countertop (or whatever the piece is sitting on) will show in the photograph, distracting from the artwork.” Hertzlieb warns that these types of easy-to-make amateur mistakes are red flags to a jury that the artist may not be at top of his or her game.

### 3. Follow the application instructions exactly

In addition to submitting professional-looking slides or digital images, you also need to send in exactly what the application asks for. “Frequently artists submit incomplete applications or ignore the number of works requested,” says Jackie Reau, director of communications for the Hyde Park Community Art Fair in Cincinnati, Ohio.

For example, if the submission form requests images of nine pieces of your work, don’t send only seven because those are your best, or 12 because they’re all so good that you can’t decide which to include. Reau says that sticking to some basics on the application process will keep you in the running. Don’t forget to write legibly or type information correctly on the form so the description of each work can be read easily, and state specifically the process, the dimensions and the medium/media you used to create the work.

### 4. Submit works that relate

Joanne Fox, an exhibiting artist for 30 years and a juror for such prestigious organizations as the Sausalito Art Festival in California and the American Craft Council, says it’s critical to submit works that relate to one another. “Even if you do different kinds of artwork, such as watercolor, drawing and collage,” says Fox, “you don’t want to present all those media in one show application.”

Fox says that artists need to present one strong body of consistent work for the jurors to be able to judge properly. “Everything should relate visually,” she says, “with similar colors and the same style.”

### Once you’re accepted

If you make it into a show, be certain you display your work in a good frame. When jurors are awarding prizes, Hertzlieb emphasizes that, beyond the quality of the work itself, presentation really counts. “There’s often a jarring disconnect between the work and the way it’s framed,” says Hertzlieb. “Once I sat on a jury that was determining the fate of a really charming folk art painting, but it was surrounded by an elaborate French-style frame. Those two things together canceled each other out.” Hertzlieb suggests artists find a framer they trust, or at least another artist who’s able to offer a critical eye.

Remember that most juries are considering the work of five to 10 times as many artists as they have space for. By following the suggestions listed here, you can put yourself ahead of the game. As Nancy Kirk, president of the Quilt Heritage Foundation, points out, “Very few athletes would try to enter a competition without really understanding all the rules.”

## Some general info:

### REPORTING DIMENSIONS:

#### H x W x D is standard in art world

This is not the case in all industries, so the lines are little blurred. but ....

According to FACTS, the organization of Fine Art Care and Treatment Standards International Standards Guide for Taking, Recording, and Communicating Dimensions (of art) the vertical measurement (height) is recorded first, followed by the horizontal measurement (width), and in the case of three dimensional works, the depth measurement is recorded last.

Width by height is reserved for other industries however.

reference: <https://visualarticles.wordpress.com/height-x-width-2/>

### FILE NAMING:

If a file naming convention is specified in the call for art, follow it to the letter.

If a file naming convention is not specified, it's a good idea to include your name in the file name, i.e.:

Lastname\_ArtworkTitle.jpg

### FILE TYPES:

In most cases JPEGs (.jpg or .jpeg) is the best file format to send.

This is a universal format that can be opened and viewed easily. DON'T embed your images in a word document or a powerpoint, chances are the juror won't even open it to look at your images.

### FILE SIZE AND PIXEL DIMENSIONS:

Most calls will specify a file size or maximum pixel dimension.

See following pages for explanations on pixel dimensions and resolution.

The best program to use is Adobe Photoshop to achieve the proper sizing.

If you don't have Photoshop...

here are some online resizers:

<http://www.picresize.com/>

<http://windows.microsoft.com/en-us/windows7/resize-a-picture-using-paint>

<http://www.resizeyourimage.com/>

<http://www.webresizer.com/>

<http://www172.lunapic.com/editor/?action=resize>

<http://picasa.google.com>

you can also use the Photoshop Express App on your tablet or phone.

## More useful links about art calls:

<http://www.artsyshark.com/2014/05/29/improve-your-odds-when-entering-art-competitions/>

<http://www.artsyshark.com/2014/03/04/art-calls/>

<http://www.artsyshark.com/2014/01/28/anatomy-of-a-call-for-artwork/>

## A few definitions:

**File Size** refers to the number of bytes (storage space) required to save a file to a disk.

**Image Size** refers to the dimensions of an image, i.e. the image's height and width. An image's screen size refers to how large it will appear on a computer display, usually measured in pixels; whereas its print size indicates how large the image will be when printed onto a page, usually measured in inches.

**Image Resolution** is a measurement of the output quality of an image. Another way to think of it is as the density of an image. The terminology varies according to the intended output device. Resolution is usually referred to in terms of pixels for screen display, and in terms of dots for printing.

**PPI** stands for pixels per inch. PPI refers to an image's screen resolution, or display resolution. A digital image is composed of samples that your screen displays in pixels.

**DPI** stands for dots per inch. DPI is a measurement of printer resolution that defines how many dots of ink are placed on the page when the image is printed. DPI does not correspond directly with PPI because a printer may put down several dots to reproduce one pixel. This is because printers use a limited number of colored inks to reproduce an image consisting of millions of colors. The higher a printer's DPI, the smoother your printed image will appear, provided you have a suitable amount of image resolution (PPI).

*The term DPI is often used interchangeably with PPI, causing a lot of confusion; however, PPI is screen resolution, and DPI is printer resolution. How can you remember this? Monitors display pixels, and printers produce dots.*

### File size

The file size of an image is the digital size of the image file, measured in kilobytes (K), megabytes (MB), or gigabytes (GB). File size is proportional to the pixel dimensions of the image. Images with more pixels may produce more detail at a given printed size, but they require more disk space to store and may be slower to edit and print. Image resolution thus becomes a compromise between image quality (capturing all the data you need) and file size.

Another factor that affects file size is file format. Because of the varying compression methods used by GIF, JPEG, PNG, and TIFF file formats, file sizes can vary considerably for the same pixel dimensions. Similarly, color bit-depth and the number of layers and channels in an image affect file size.

## Resources for learning more:

<http://www.photoshopesentials.com/essentials/image-resolution/>

<http://www.rideau-info.com/photos/photoshop.html>

<http://windows.microsoft.com/en-us/windows7/resize-a-picture-using-paint>

[www.bigstockphoto.com/blog/preparing-an-image-for-web-vs-print](http://www.bigstockphoto.com/blog/preparing-an-image-for-web-vs-print)

	Printing	Web	Presentation
<b>DPI</b>	300	72	72
<b>Size in Inches</b>	9x6	9x6	9x6
<b>Size in Megabytes</b>	13.9	0.8	2
<b>Size in Pixels</b>	2700x1800	648x432	1024x683

A

Width:  Inches

Height:  Inches

Resolution:  Pixels/Inch

Width:  Pixels

Height:  Pixels

Resolution:  Pixels/Inch

↑  
these are the same size image in terms of pixel dimensions

B

Width:  Inches

Height:  Inches

Resolution:  Pixels/Inch

Width:  Pixels

Height:  Pixels

Resolution:  Pixels/Inch

↑  
these are the same size image in terms of measurements - but the resolution is different  
B : low res image  
C : high res image

C

Width:  Inches

Height:  Inches

Resolution:  Pixels/Inch

Width:  Pixels

Height:  Pixels

Resolution:  Pixels/Inch

## About pixel dimensions and printed image resolution

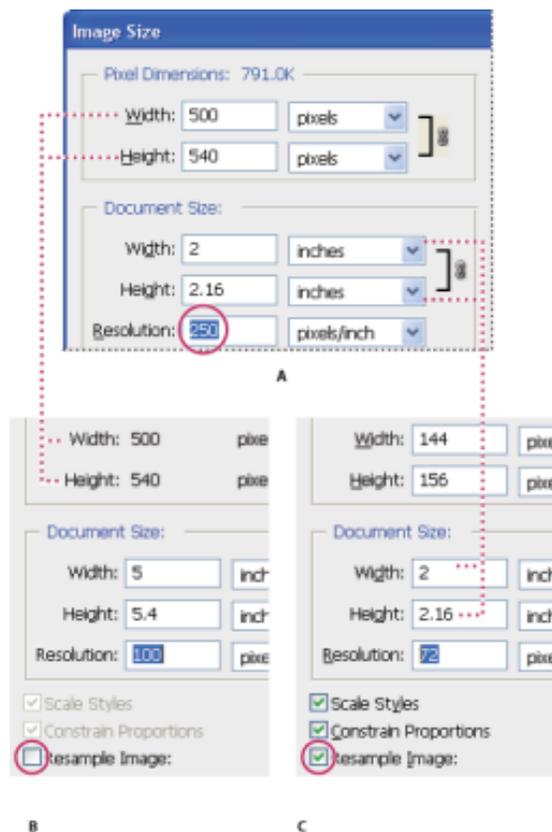
Pixel dimensions measure the total number of pixels along an image's width and height. Resolution is the fineness of detail in a bitmap image and is measured in pixels per inch (ppi). The more pixels per inch, the greater the resolution. Generally, an image with a higher resolution produces a better printed image quality.



Same image at 72-ppi and 300-ppi; inset zoom 200%

Unless an image is *resampled* (see [Resampling](#)), the amount of image data remains constant as you change either the print dimensions or resolution. For example, if you change the resolution of a file, its width and height change accordingly to maintain the same amount of image data.

In Photoshop, you can see the relationship between image size and resolution in the Image Size dialog box (choose Image >Image Size). Deselect Resample Image, because you don't want to change the amount of image data in your photo. Then change width, height, or resolution. As you change one value, the other two values change accordingly. With the Resample Image option selected, you can change the resolution, width, and height of the image to suit your printing or on-screen needs.



Pixel dimensions equal document (output) size times resolution.

**A.** Original dimensions and resolution **B.** Decreasing the resolution without changing pixel dimensions (no resampling) **C.** Decreasing the resolution at same document size decreases pixel dimensions (resampling).

## Quickly display the current image size

If you want to quickly display a document's current image size, use the information box at the bottom of the document window.

- Position the pointer over the file information box, and hold down the mouse button.

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## File size

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Photoshop supports a maximum pixel dimension of 300,000 by 300,000 pixels per image. This restriction places limits on the print size and resolution available to an image.

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## Change pixel dimensions of an image

Changing an image's pixel dimensions affects not only its on-screen size but also its image quality and its printed characteristics—either its printed dimensions or its image resolution.

1. Choose Image > Image Size.
2. To maintain the current ratio of pixel width to pixel height, select Constrain Proportions. This option automatically updates the width as you change the height, and vice versa.
3. Under Pixel Dimensions, enter values for Width and Height. To enter values as percentages of the current dimensions, choose Percent as the unit of measurement. The new file size for the image appears at the top of the Image Size dialog box, with the old file size in parentheses.
4. Make sure that Resample Image is selected, and choose an interpolation method.
5. If your image has layers with styles applied to them, select Scale Styles to scale the effects in the resized image. This option is available only if you selected Constrain Proportions.
6. When you finish setting options, click OK.

## Read the whole article at:

[http://helpx.adobe.com/photoshop/using/image-size-resolution.html#about\\_pixel\\_dimensions\\_and\\_printed\\_image\\_resolution](http://helpx.adobe.com/photoshop/using/image-size-resolution.html#about_pixel_dimensions_and_printed_image_resolution)