

HOW TO APPLY FOR A PSWC Artist Gallery Web Page

New artists' web pages are added to the gallery starting in January when a membership gallery request and information is submitted.

Your gallery page may include:

- brief resume – your artist history (up to 200 words)
- artist's statement – how you feel about your art/your goals, etc.
- artist's photo or image of your artwork
- an additional one to four images of your artwork* with title, size and caption/title of artwork
- contact information - phone & email
- website (if available)

* see digital requirements

Payable annually at the time you renew your membership. The \$50.00 fee covers the setup of a new page, including text and up to four correctly formatted digital images (see **Digital Image Requirements**, below), and allows you to change your images when you renew this service each January. It is your responsibility to renew your gallery when you renew your membership.

New members who join PSWC after January 31 may add their gallery page when they join. This option is available to new members only. After the first year, pages can be renewed only on an annual basis at time of membership renewal. The fee for this service is not pro-rated.

Digital Image Requirements

PSWC currently accepts only digital images that meet the following criteria:

Image size: minimum 1000 pixels wide.

Resolution: 72 dpi or 150 dpi

File format: jpg, jpeg, tif, or png

(If you don't have a digital camera or scanner, or aren't familiar with digital formats, here are some helpful hints. First of all, "digital format" simply means an image that has been converted into a computer file that can be transmitted electronically. Many times your local drug store, or other similar stores offer the service of taking prints and slides and converting them into a digital format. Also, you might check with your friends and see if they can take a print and scan it

into digital format. Perhaps some of your friends may have digital cameras and will take a photo of your art. Of course, we ask that images be professional, and if you are in doubt, you should hire a professional photographer to make your digital images.)

Submission Procedure

If you are starting your webpage in January, or renewing your page, the fee is \$50.00/annually. If you are a new PSWC member or joining after January, the gallery fee is not prorated. If paying by check, please send the completed information with your check made payable to PSWC. All gallery files are to be submitted electronically. (via email).

Email your text and digital artwork/jpg files to **diane.blakley@sbcglobal.net**

Please title your email with a subject: ***PSWC Gallery – Your Name.***

Include the following information & files with your email.

- Your name – how you want it to appear on your page
- brief resume
- artist's statement
- artist's photo
- one to four images of your artwork* with title, size, caption.
- contact information - phone, email, website

Note: web gallery pages are not started until all parts have been received. Please check the spelling of your name as this is how your web gallery will be found.

Text files can be submitted in Microsoft Word or inserted directly into the message box of an email. Be sure to note the name of each piece of artwork and the size. If you have a website or blog that you would like your gallery page to link to, please put that into your emailed instructions.

A confirmation and estimated launch date will be sent to you when your files are received.

Please be aware that the color on your artwork will vary depending on various factors including the viewer's computer monitor calibration or the color on the original jpg file. A notice regarding this is posted on each artist's webpage.