

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 application gallery request is submitted.

Your page may include:

- brief resume (up to 200 words)
- artist's statement
- artist's photo or image of your artwork
- an additional one to four images of your artwork* with title and size caption.
- contact information - phone & email
- website link (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. A reminder that it's time to update your images will appear in the newsletter.

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: 650 pixels on the longest side.

Resolution: 72 dpi

File format: jpg (JPEG)

(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 form 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 **dblakley@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 (up to 200 characters)
- artist's statement
- artist's photo
- one to four images of your artwork* with title and size caption.
- contact information - phone & email

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

Text files can be submitted in Microsoft Word or inserted directly into the message box of the 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.