



# APAA Spring 2010 Juried Member Show Prospectus

**SHOW DATES:** Friday, April 16, 2010 through Wednesday, April 28, 2010

**LOCATION:** Sedona Art Center Community Gallery  
15 Art Barn Rd.  
Sedona, AZ 86339  
928-284-0484

**JUDGE:** Vince Fazio, MFA



"Moran Point", oil, 24 x 30 – Vince Fazio

Vince Fazio has served as the Director of the Sedona Art Center since 1999. During his tenure as Director the Center has built a profitable art workshop program creating a national audience for the school. The program has grown to offer field expeditions abroad as well as built relationships with the public school system resulting in multiple art projects per semester. Vince has successfully written grants for educational art projects with the public schools, summer camps, and other non-profits. While managing a faculty of 50 to 70 instructors, Vince has found time to periodically teach workshops in various aspects of painting and drawing. Vince's art is represented in the Sedona Arts Center Gallery. Prior to coming to his current position, Vince taught art at the college level in Arizona, Colorado and Kansas.

**IMPORTANT DATES:**

Sunday, March 7, 2010	Entry deadline ( <i>entries may be given to Karen Budan at the APAA meeting</i> )
Saturday, March 27, 2010	Notification of acceptance
Thursday, April 15, 2010	Drop off of juried art at gallery from 4:00pm to 5:00 pm
Saturday, April 17, 2010	Reception 2:00 pm to 5:00 pm
Wednesday, April 28, 2010	Pick up of art at gallery from 4:00pm to 5:00pm

**PLEASE NOTE:** Members who have work juried into the show but cannot bring their artwork to Sedona on the drop off date may bring their pieces to the April 11<sup>th</sup> APAA meeting. We will have members who will be able to transport your paintings to and from Sedona for you.

**ENTRY FEE:** \$40.00 for up to three (3) entries

**COMMISSION ON SALES:** 25% to APAA (all shipping of artwork and associated costs are the responsibility of artist)

**ELIGIBLE WORK:** Original work conceived and created by the submitting artist. No copies from other artists or published materials. Works done under supervision (such as in workshops or classes) are not eligible. Works accepted into previous APAA juried shows are not eligible.

**JURYING/JUDGING PROCESS:** All entries will be digital submissions. Jurying will be completed by the judge based on digital entries. Awards will be awarded by the judge once the show is hung.

**DIGITAL ENTRY FORMAT:** Digital images may be submitted by e-mail or on a CD. Images must be sized at 72 pixels per inch with no side longer than 6 inches. See attached tip sheet on photographing your artwork and creating resized digital images for APAA shows. **File names must adhere to APAA file name format.**

Example: Artist Name: Karen Budan  
Artwork Title: Nocturnal  
Entry Number: 2  
Resulting File Name: bud\_kar\_noc\_2.jpg

**NOTIFICATION:** Notification of acceptance into the show will be by mail. A stamped self-addressed envelope must be included with your entry for this purpose.

**SALES:** All work must be for sale.

**ENTRY OPTIONS:**

1. Digital images submitted by e-mail to Karen Budan at [budan@cox.net](mailto:budan@cox.net)  
Completed entry form, check, SAS envelope mailed to:  
Karen Budan  
5689 E. Hedgehog Place  
Scottsdale, AZ 85266
2. Digital images submitted on a CD by mail. CD, completed entry form, check, SAS envelope mailed to:  
Karen Budan  
5689 E. Hedgehog Place  
Scottsdale, AZ 85266
3. Digital entries submitted by e-mail or on CD along with completed entry form, check, SAS envelope given to Karen Budan at the March 7<sup>th</sup> APAA meeting.

**FRAMING REQUIREMENTS:** Juried entries presented for drop off at the gallery will be rejected unless they meet APAA By-Law requirements:

1. Must be clean, appropriately framed, and in good repair
2. The back of each work must be covered with dust cover paper unless presented in a metal frame
3. No sawtooth hangers, wire hanging hardware required

**PLEASE NOTE:** The Sedona show location requires APAA members to sit the show during all business hours (10:00am to 5:00pm daily) over the course of the show. Members who have art juried into the show are expected to sit the show at least one day unless work prevents their being able to do so.

**QUESTIONS:**

Digital Entry Questions: Karen Budan 480-473-1752 [budan@cox.net](mailto:budan@cox.net)  
General Show Questions: Show Chairs:  
Laura Black 623-362-9158 [lauraartaz@cox.net](mailto:lauraartaz@cox.net)  
Sue Hunter 480-991-1634 [suehunter7@cox.net](mailto:suehunter7@cox.net)

# APAA Spring 2010 Juried Member Show Entry Form

*This form must be completely filled out and signed or entries will not be juried*  
**PLEASE PRINT**

Name _____
Street Address _____
City _____ State _____ Zipcode _____
Phone (____) _____ E-mail _____

<b>Entry #1</b>
Title _____
Image Size ( <i>without frame</i> ) (H x W) _____ x _____ Price \$ _____

<b>Entry #2</b>
Title _____
Image Size ( <i>without frame</i> ) (H x W) _____ x _____ Price \$ _____

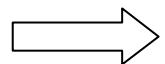
<b>Entry #3</b>
Title _____
Image Size ( <i>without frame</i> ) (H x W) _____ x _____ Price \$ _____

## HOLDS HARMLESS AGREEMENT

The Arizona Pastel Artists Association (APAA) will make every reasonable effort to protect works of art of its members. However, neither APAA or its members assume any responsibility or liability for loss or damage. By signing this Holds Harmless Agreement, you relieve the APAA and its members from any liability or responsibility.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please continue on next page



Notification of Jury Results Form  
*(Artist – please fill in your name and artwork titles)*

Artist Name \_\_\_\_\_

Entry #1 Title \_\_\_\_\_  Accepted  Declined

Entry #2 Title \_\_\_\_\_  Accepted  Declined

Entry #3 Title \_\_\_\_\_  Accepted  Declined

**Please review the entry process checklist below carefully. Entries that are not received on time or submitted with incomplete or inaccurate paperwork will be returned to the artist and not considered in the jury process.**

**Entry Process Checklist:**

- My artwork meets the eligibility guidelines
- My digital images have been resized per APAA guidelines
- My digital files have been renamed per APAA file name protocol
- My digital files have been e-mailed to Karen Budan or saved on a CD included with this entry
- The entry form (page 3 & 4 of this prospectus) has been completed and signed
- A stamped, self-addressed envelope is included with my entry
- A check for \$40.00 made out to APAA is included

**Mail entry form, CD of images (if not e-mailed in advance), SAS envelope, and check for \$40.00 made out to APAA to:**

**Karen Budan  
5689 E. Hedgehog Place  
Scottsdale, AZ 85266**

# Tips and Strategies for Photographing Your Art and Preparing Digital Images APAA Shows

## DIGITAL REQUIREMENTS:

**Image size:** 6 inches on longest side

**Resolution:** 72 dpi

**File Format:** jpg (JPEG) – highest quality

**File Name Protocol:** First 3 letters of last name\_first 3 letters of first name\_first 3 letters of painting title\_ entry number (in same order as on entry form).

Example – Artist’s name: Jane Doe; Painting

Title: Sunrise; Entry 1 on application

doe\_jan\_sun\_1.jpg

*Please be sure if you use a professional photographer, or have your slides converted to digital files, all the entry criteria listed above are followed.*

## TIPS, TRICKS & INSTRUCTION

1. Use a digital camera of *at least* 3.0 or 4.0 megapixels with a good lens so you get a quality image. A zoom lens eliminates having to constantly move your camera and tripod back and forth.
2. Set the camera’s resolution to the highest setting, i.e. 3000 x 3000, or use ‘RAW’ if your camera has it.
3. If your camera allows for white balance adjustment set it to custom. Then aim the camera at a photographic grey card (preferred) or a white board to set the white balance to your specific setup location.
4. Shoot several photos of your paintings (“bracket” the exposures if your camera has manual exposure settings – up to 2 f-stops both up and down ½ f-stop each time).
5. Using a tripod and the automatic timer will help avoid any camera shake.
6. Set up the tripod so that the camera is aimed at the center of the art piece.
7. Place the painting so its surface is parallel to the camera lens. Be sure the image is square with the plane of the camera lens, so there is no distortion (edges not tilted or keystone). Use an easel, or attach the painting to a board or wall, to keep it in place.
8. The camera’s built-in flash is not recommended. You will get good results if you shoot outdoors in the shade, between 10:00 am and 3:00 pm.
9. Do not photograph paintings under glass. If shot without a mat, be sure to know where to crop the image to represent the painting as it will be when matted and/or framed.
10. Import the images into your computer.
11. Most cameras come with photo-editing software, but if yours cannot make the adjustments required to create the correct file specifications, consider purchasing Adobe “Photoshop Elements”. You can also download Picasa 2 from Google for free (PCs only) at [www.picasa.google.com](http://www.picasa.google.com).
12. Once you have opened your image in the photo-editing software, and before you do any adjustments, make a duplicate of the file by selecting “save as” and giving it a new name. This will preserve your original high resolution image, in case you have to use it again.
13. Working on your duplicate image, use your photo-editing software to rotate or straighten if necessary.
14. Use the ‘cropping tool’ to crop the image. Only the painting should show, as it will once it is matted and/or framed. No mat or extraneous matter should show.
15. Do not adjust the color, unless it is to make the image look more like the painting (place the painting next to your monitor to insure your corrections match the artwork). Some software allows you to “white balance” the image to correct for poor lighting.
16. In the Image Size dialog box, reduce the longest side of the image to 6 inches. Since the dimensions are linked, this will automatically adjust the shorter side.
17. Save the image as a jpeg (.jpg) set to the maximum quality.
18. Rename the saved .jpg file. For example, a photo might come from your camera as IMG – 201.jpg, but the file you submit must be renamed according to the File Name Protocol above.
19. E-mail the image as an attachment or save the image onto a CD for show submission as specified in the prospectus.



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