



# APAA Winter 2009 Juried Member Show Prospectus

**SHOW DATES:** Saturday, Feb. 4, 2010 through Saturday, Feb. 20, 2010

**LOCATION:** Sundust Gallery  
48 Main St.  
Mesa, AZ 85201  
480-206-5895

**JUDGE:** Maggie Price  
Maggie Price is a Signature Member of the Pastel Society of New Mexico, Plein Air New Mexico, APOW, and a member of the Salmagundi Club of New York, the IAPS Master Circle, the Pastel Society of the West Coast and the Great Lakes Pastel Society. She is the President of the International Association of Pastel Societies (IAPS) and serves on its Board of Directors. She was a co-founder and former editor of The Pastel Journal, a national magazine for pastel artists, and is the author of Painting with Pastel (North Light Books, 2007) and a second book to be released in 2011.

**IMPORTANT DATES:**

Monday, January 4, 2010	Entry deadline
Monday, January 25, 2010	Notification of acceptance
Saturday, February 6, 2010	Drop off of juried art at gallery from 10 am to noon
Saturday, February 13, 2010	Reception 6:00 pm to 8:30 pm
Saturday, February 20, 2010	Pick up of art at gallery from 10 am to noon

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

**COMMISSION ON SALES:** 30% to Sundust Gallery  
0% to APAA

**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

**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

**QUESTIONS:**

Digital Entry Questions:	Karen Budan	480-473-1752	<a href="mailto:budan@cox.net">budan@cox.net</a>
General Show Questions:	Show Chairs:		
	Laura Black	623-362-9158	<a href="mailto:lauraartaz@cox.net">lauraartaz@cox.net</a>
	Sue Hunter	480-991-1634	<a href="mailto:suehunter7@cox.net">suehunter7@cox.net</a>

# APAA Winter 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 (H x W) _____ x _____ Price \$ _____

<b>Entry #2</b>
Title _____
Image Size (H x W) _____ x _____ Price \$ _____

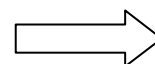
<b>Entry #3</b>
Title _____
Image Size (H x W) _____ x _____ Price \$ _____

## **HOLDS HARMLESS AGREEMENT**

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

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

Please continue on next page



## Notification of Jury Results Form

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

Entry #1 Title \_\_\_\_\_  Accepted  Not Accepted

Entry #2 Title \_\_\_\_\_  Accepted  Not Accepted

Entry #3 Title \_\_\_\_\_  Accepted  Not Accepted

### 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 550 pixels. 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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Phone \_\_\_\_\_  
Title \_\_\_\_\_  
Price \_\_\_\_\_



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