



WATERCOLOUR SOCIETY AFRICA



ART SOCIETY AFRICA

EDITING AND SUBMITTING DIGITAL IMAGES

By
Barbara Moore AWSA

For Members of the WSA AND ASA
How to Prepare and Submit your Digital Images to Juried Exhibitions

You should photograph your art in order to keep a record, post to the web, compile a portfolio, and submit work to Open, New Signature and other exhibitions.

This pamphlet aims to offer advice to members of the ASA and WSA who are inexperienced in editing and preparing images for exhibitions, websites, portfolios, etc.

WHAT YOU WILL NEED

- A computer or laptop
- Software for editing your images
- A card reader, or a usb cable to connect your camera to the computer
- A CD, DVD or USB memory stick

The good news is that if you don't have Photoshop or even the software that came with your camera, you can get some good software for FREE.

SOFTWARE

If you have Photoshop or Photoshop Elements, then you probably know how to use editing software, and can skim through this pamphlet.

If you don't, then try downloading Picasa at <http://www.picasa.google.com/> - more detailed guidance is given in a separate pamphlet on our website. It is easy and it is excellent software absolutely free of charge.

Have your painting propped up before you for easy comparison with your image on the computer screen

EDITING YOUR IMAGES

It is important to edit your photos only as much as it takes to ensure they represent your painting as closely as possible. No editing should be done to ENHANCE the photo to give an unfairly altered representation of the painting.

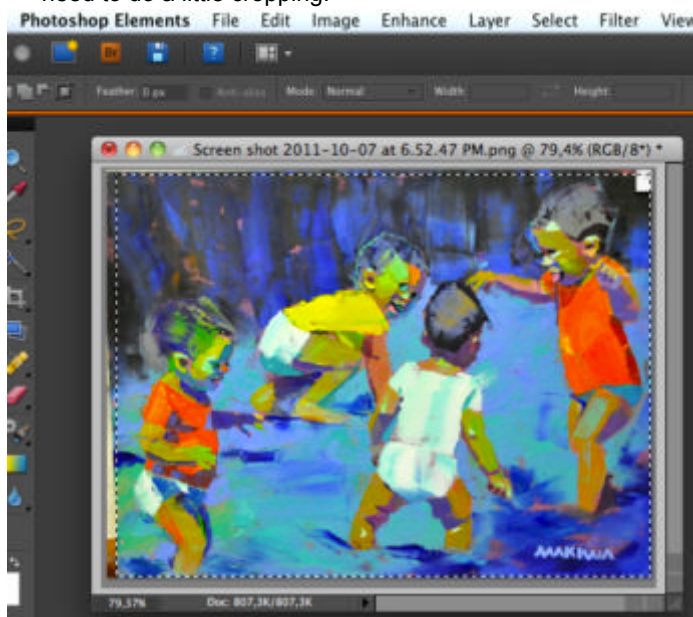
Cropping and Rotating

If you had a painting in portrait format, you would have laid it

on its side, and taken a photo without having to twist your camera and risked camera shake and blurring.

Find "Rotate" in your menu or drop down menu, and rotate the painting 90 degrees to its correct orientation.

Now study the edges. If you see something like this, you need to do a little cropping.



Here you can just see the dotted line where I would crop this painting to straighten and eliminate distracting edges.

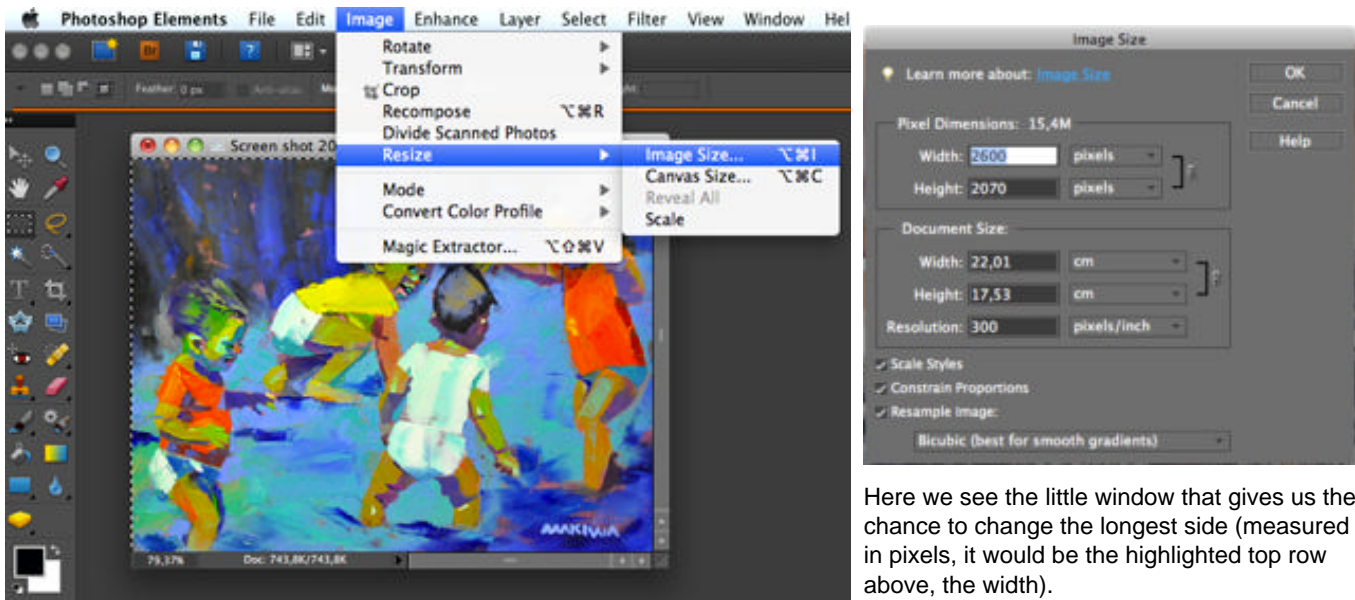
This is shown in Photoshop Elements. See p2 for resizing.

Picasa

With Picasa you can also organise your photos into albums, label them to cross-reference them by (for instance) the people in them, and so on.

Go to www.wsa.org.za or www.artsafrica.org.za for a special pamphlet on Picasa.

Adjust the size of your photos



Here we see the drop down menus from *Image*, through *Resize* to *Image Size* being selected. You can also note that the cropping has been done, resulting in a more pleasing appearance - we used Photoshop Elements.

If you resize the pixel dimensions, and maintain the document size, you will not lose quality

You may have noticed that the photo taken by your digital camera is stored on its removable disk as a JPEG file.

JPEG files are in compressed format. This is your "negative" and you should immediately save it. Then, using "save as", save it as a .tif file that you can do your editing on. Experienced photographers recommend that you do not work on your JPEG file. Rather work on a .tif file and when all is complete, resave it as a .jpeg or .jpg file.

SUBMITTING TO JURIED EXHIBITIONS

The CD, DVD or USB memory stick that you used will be returned to you. I recommend using a USB memory stick, as it can be used over and over again. Please make sure you have clearly labelled it with your name!

Here is a checklist of tasks and what you need for submission:

Visit website at www.wsa.org.za or www.artsafrica.org.za and check deadline dates

- Paint your paintings.
- Photograph painting before framing.
- Copy photos to computer.
- Edit and crop images
- Compare with painting for acceptable representation
- Resize and rename images
- Copy images to CD, DVD or stick - Label clearly with your name
- Obtain documents from WSA or ASA or download these from website:
 - Exhibition Guidelines
 - Entry form with entry slips
 - How To Send Your Art
 - Photograph Your Art
- Complete entry forms and slips CAREFULLY - remember to tick the comments wanted box!
- Check your CV, update and print
- Put CV, Entry forms and slips and fees (or proof of payment) in envelope
- Pack your paintings as described on our pamphlet, and enclose envelope
- Ensure your courier knows Gallery hours
- Send art in as per deadline dates

All that remains is to wish you every success. Queries can be addressed to Barbara at barbara@lowveldart.com

You can and should use these photography techniques to ensure that you have good photos of all your work. These photos can be used for marketing presentations, loading to websites or blogs, and sharing on line with family, friends and buyers.