

Guidelines for Digital Images

Northwind Arts Center requests artists to provide digital images of their artwork for several different purposes:

- Entries for Juried Shows – Please note that even though some juried shows require digital images of the artwork to enter the show, awards will be judged from the original artwork.
- Website pages for artists showing in the Showcase Gallery
- Website pages for artists showing in the Exhibit Gallery (Invitational or Juried)
- Newspaper publicity for shows and events
- Printed publicity media for shows and events (posters, flyers, postcards, etc.)

Each of the image uses listed above may have different image requirements, which are generally categorized as follows:

- **Website** – due to screen resolution, this is the lowest resolution requirement
- **Jury** -- Images to be viewed by jury to select art for a show – higher resolution than for the website, but lower than for printed materials
- **Printed media** – (newspaper, posters, brochures) – highest image resolution/quality requirement

IMAGE TRANSMITTAL

Images are transmitted according to guidelines set by exhibition – online form or email.

If needed, communicate directly with the webmaster at: webmaster@northwindarts.org. If the artist cannot provide images electronically, arrangements can be made to submit the images via flash drive or CD to **Northwind Arts Center**.

Ensure that images are not embedded in a document or body of an email message; each file must be inserted as **attachments** and at full image size. Make sure that the **email message is in Plain Text** format (not HTML or Rich Text).

The following information is required for each image sent:

- Artist Name
- Title of the artwork
- Medium used for the artwork (Acrylic on canvas, welded steel, etc.)
- Artwork dimensions

IMAGE REQUIREMENTS

It is essential that your digital images provide a good representation of your artwork. This is especially important when the artwork is being considered for entry in a juried show. The color must be accurate; poorly lit or color shifted images can disqualify your work for a juried show. Consider having your work professionally photographed.

FILE NAMING

File name must be in the following format:

ArtistlastnameFirstinitial_ArtTitle.jpg

For example – an image submitted by John Adams, for an artwork titled *House with Crow* would be:

AdamsJ_HouseWithCrow.jpg

Do not use spaces or special characters in filenames, use initial capitals for each word in the title.

IMAGES FOR WEBSITE USE

All images for use on the **Northwind Arts Center** website must be formatted to the following specifications:

- **Dimensions:** Not less than **1024 pixels** on the longest side, at 72 pixels/inch.
- **File Format:** Save all images as Baseline Standard **JPEG**. Do not save as a Progressive JPEG.
- **File Size:** Not to exceed **2 MB**
- **Color Space:** Save images in an RGB color space, preferably sRGB.

IMAGES FOR PRINTED MEDIA

Images for printing need a higher resolution/quality. The specific requirement will be determined by the **Northwind Arts Center** graphic designer, show curator, or publicity contact and will be communicated to the artist before the images are requested.

Images for printed media should be:

- File type **JPG/JPEG or TIFF**
- Image size depends on printed use:
- **Normal print** size resolution of at least **300 to 350 pixels/inch**
 - **Poster size** should have at least one dimension of **2500 pixels or approximately 8.5 MB to 10 MB**
 - **Brochures** need to have one dimension at **1000 pixels or approximately 2 MB to 3 MB**