How to have your pictures on your Tetbury Art Society web-site gallery page.

Introduction

Everything you need to do to have pictures on your own gallery page is explained in detail in a step by step process to make it as simple as possible. On the last page there is an example submission for a fictitious artist that you can use as a model for your submission. Please read through these instructions and look at this example before starting, and follow the example as you go. You can already see a few galleries at www.tetburyartsociety.org.uk. You will need a digital camera and access to a computer.

How the Gallery Works

There is an index page with all the artists' names. Alongside each artist's name is a "thumbnail" picture of a work by that artist. Clicking on your name or your thumbnail will take the browser to your gallery page.

On your gallery page you can have up to six pictures (you decide how many) arranged in two rows of three pictures. Underneath each picture will be the title and media information. Below the pictures to the left of the page will be your artist statement, if you choose to have one, plus any contact details you would like included. If you decide to include an artist statement, to the right of the statement there is a place for your photograph if you want.

Step 1 Take photos of your work

Follow these simple guidelines and you will not need any specialised photography software.

1. Take the pictures in daylight (to get the right colours and to avoid a colour cast caused by artificial light). Bright diffused daylight is best.
2. Avoid photographing through glass unless you know how to avoid glare and reflections.
3. Do not use flash unless you know how to avoid bright spots/reflections (eg off heavily applied oil).
4. Make sure the whole picture is captured. There will probably be some background visible, as your picture may not be an exact fit to the camera format. Don't worry about this.
5. Check your photographs on the camera display for correct exposure, sharp focus, unwanted reflections, uneven lighting, shadows, etc. Use the camera zoom controls to inspect each photograph closely. Are you happy with the result?

Step 2 Organise your photo files

1. Transfer the photos to a computer using your normal method.
2. Crop your photographs to remove unwanted background if you can, otherwise I will do it for you.
3. To help me recognise your photo files among the many others, "rename" your picture files in the format *lastname-x.jpg.*

      Example *smith-1.jpg   smith-2.jpg   smith-3.jpg*   and so on

4. Include a photograph of you, if you want one. Use the file name format *lastname-face.jpg*

      Example *smith-face.jpg*

Step 3 Choose your gallery index thumbnail picture

All thumbnails will be reduced down to the same size and cropped to a landscape 4:3 aspect ratio to fit the space on the index page. Unless your picture is exactly 4:3, some parts of the picture will be cropped from the thumbnail. Bear this in mind when choosing your picture for this purpose. On your gallery page the picture will be in its proper aspect ratio without any cropping.

Step 4 Decide on your gallery picture layout

Your photographs will be displayed in a grid three wide and two high. The grid will be filled from left to right; for example, if there is just one picture it will go in box A1, four pictures will occupy boxes A1, A2, A3, B1. The grid locations are numbered as shown opposite.

Make a note of which picture you want in which grid location for a layout that pleases you.

A1	A2	A3
B1	B2	B3

Step 5 Prepare the picture information file

This is as important as the photos themselves. I will copy the information to give your pictures the right titles, media etc., and to lay your picture out in the gallery. Provide this information in a *"Word"* file named *lastname.doc.* Example *smith.doc*. Nothing on paper please!

5.1 Picture information

For each picture photograph you need to define the grid location, file name, title, medium. Also define which picture to use as your thumbnail. **Follow the format in the example on the last page.**

I will copy your information <u>exactly</u> as given so please check spellings and capitalisation and write your name as you want it shown on the web site.

5.2 Contact details

Decide how you would like to be contacted by anyone who sees your gallery and would like further information on your work. The options are:

1. no contact details
2. contact via Tetbury Art Society
3. telephone number (please include)
4. e-mail (please give full e-mail address)
5. web site (give full site url) – clicking on your url will take the browser to your site
6. contact my agent (give details) – eg sister, son, marketing manager!

You can have more than one means of contact. Your contact details will appear below the artist statement, or if there is no artist statement, below the works. Write a sentence for your contact details giving full information as necessary. Put this after your picture information. See example.

5.3 Artist Statement and photograph (optional)

Prepare this as a *"Word"* document and include it in the same *"Word"* file (*lastname.doc*). as the picture information. If you have included your photograph to display with your artist statement please indicate this by adding a note after your statement.

Step 6 Quick check. Have you…..???

1. Renamed all your pictures using the file naming scheme described above
2. Remembered a photo of yourself (if you want one)

3. Placed all the supporting information in **one** *"Word"* document file.
    Picture information
    Thumbnail choice
    Artist statement
    Contact details
4. Named your supporting file in the format *lastname.doc.* eg smith.doc.
5. Saved everything!!

Step 7 Prepare for submission

1. Copy your photo files and the word document to CD or memory stick
2. If using a memory stick put your name on it so I can give it back to you
3. If using a CD please write your name on it directly (using a soft felt tip pen). Do <u>not</u> use a label. Ensure that the CD is saved so that it can be read on another computer (mine!!!!)

Then pass your CD or memory stick to Maureen Hawkridge

A final note

If any pictures are unsuitable due to excessive glare, reflections, colour cast or other significant defects then regrettably they will have to be left out of the gallery for the time being, and I will let you know what the problem is so you can rectify it.

Example word file with supporting information for our fictitious artist

Mags Smith has four pictures to submit and wants to use her picture titled "Reflections" as her thumbnail. She has an artist statement and wants a photograph of herself included. She is known as Mags to her friends but wants her gallery page to show her as Margaret.

Example begins:……………………………………………….

Artist: Margaret Smith

A1: smith-3.jpg, Title: Sunflowers at Dawn, Medium: oil
A2: smith-1.jpg, Title: Boats at Beccles, Medium: watercolour
A3: smith-2.jpg, Title: Reflections, Medium: oil
B1: smith-4.jpg, Title: Mahave Magic, Medium: oil
Thumbnail, smith-2.jpg, Title: Reflections

Contact details for Margaret Smith:
If you are interested in my work you can contact me by telephone on 01666 123 456 or e-mail at magssmith@hotmail.com. Please visit my web site: magss.galleryworld.co.uk

Artist Statement for Margaret Smith:
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ars est celare artem; ars gratia artis. Ars longa vita brevis. Perfer et obdura; dolor hic tibi proderit olim …………………………

Personal photograph to be included: smith-face.jpg

Example ends…………………………………………