

## Image Guidelines

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The following images are required to accompany your application:

- 3 images of **recent** work which support the categories selected in your application.
- 1 process image – of you **at work** (just your hands if you're camera shy), or your tools, or some work in progress etc. We are not looking here for a photograph of you in front of a gallery wall or similar; these images will be used on social media and we find that our followers respond best when given a glimpse of your studio practice.
- 1 image of your studio (if applicable) – either outside to help people find it or inside to entice people to visit.

Please make sure that the **all** images you send are:

- **clear, in focus and a good representation of the subject**
- a minimum of 1500px wide
- file size less than 3MB

Please name each **image file** with your own name plus the name of the image (eg '*John Smith Seascape.jpg*' or '*John Smith Studio.jpg*').

Please bear in mind that for all the images, **landscape format or square images** work best for both the brochure and website and for social media. **If your image is tall and thin we may have to crop it to fit.**

**Your application cannot be considered without good quality *correctly labelled* jpg images.** The selection panel can and does reject applications submitted with poor quality images, regardless of the quality of the actual work. These images may be the only sight we have of your work; it may be excellent but if you don't send us good photographs of it we don't know that and we certainly cannot include it in the brochure or on the website.

### Advice for taking your photographs of your work

If this is the first time you have applied to take part in the Wirral Open Studio Tour please visit the artist pages of our website [wirralarts.com](http://wirralarts.com) and look at the images to get an idea of the style and quality of image we are looking for before completing your application.

Many of you are experienced at filling in applications for events and have great images already but if you are not, then the following guidelines will help not only with the images you submit for this application but are also good practice for any other applications you might be making.

For all types of work please photograph it in good natural light if possible (or using photographic lamps). Do not use flash and avoid bright sunlight/harsh shadows.

Your work should be the main focus of the image; we do not want a 'context' or 'lifestyle' setting as when the image is reduced to the size required for the brochure this makes your artwork difficult to see.

Each image should be of a single piece of work; please do not submit composite images.

**If your work is 2D** (paintings, prints etc.) please photograph your work straight on, not at an angle. Do not photograph your work framed under glass or wrapped in cellophane as the reflections will detract from the image.

**If your work is 3D** (ceramics, sculpture, jewellery etc.) please photograph the work against a plain uncluttered background, for example a white wall or a large sheet of paper.