



PRAA ONLINE SHOWCASE - GUIDELINES

The PRAA Online Showcase includes art entered in an exhibit in our physical gallery. **Your artwork will be included only if you submit an image in jpg format.** Follow these guidelines:

Photograph Your Art

- You can use a camera or a smart phone
- Take the photo before matting and framing
- Light your work as close to “daylight” as possible
- Place your art on a plain, non-patterned, mid-toned neutral background
- Center the art in the camera’s view and take the picture straight on
- If you work on canvas, avoid reflections on gloss surfaces
- If you work in 3D, send only one photo from the optimum angle

Image Size

- Most phone cameras will produce jpg format with adequate resolution and size
- Image resolution should be minimum of 1200 pixels on the smallest side

Send Image

- **On or before the bring-in date, send titled jpg image directly from your phone or as an email attachment to pasoroblesartassociation@gmail.com**
- **Include your name, title of piece, media, price, size (height x width x depth); state if framed and use the dimensions of framed piece**

Sales and Shipping

- Sales inquiries may be made to PRAA via website, telephone or email
- A “sold” symbol will be placed next to your piece in the Online Showcase and the image will remain for the duration of the gallery exhibit
- As in the gallery, sold artwork cannot be returned
- The artist is responsible for shipping the art if the buyer piece cannot pick it up in the gallery; UPS will wrap for shipping