



## PRAA ONLINE SHOWCASE - GUIDELINES

The Paso Robles Art Association Online Showcase includes art entered in an exhibit in our physical gallery. The Showcase can be accessed through the Paso Robles Art Association website ([pasoroblesartassociation.org](http://pasoroblesartassociation.org)) and is available for viewing about a week after an exhibit opening. Please check the site to make sure we have included your correct information.

**Please help us:** the quality of the online image depends on the quality of the image you submit. Consider the following 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](mailto: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 inquires may be made to PRAA via website, telephone or email
- If sold, you may also provide an image of your replacement art for the Online Showcase
- 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