FORMATTING YOUR ART WORK FOR DIGITAL REPRESENTATION

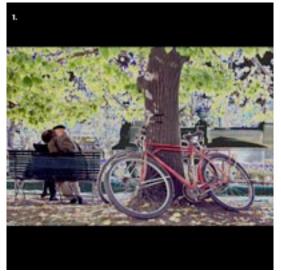
Scan or photograph all of the artwork you wish to include in the portfolio. All work should be scanned at a minimum of 300 resolution or photographed using the "large" image selection on your camera menu. Once you have your art digitized you can proceed to formatting the work. Using Adobe Photoshop,® (You can get a free 30 day trial version of this software at http://www.adobe.com/downloads/) you can format the images as needed. Once you have downloaded and installed Photoshop open the application and you will note that the tool bar is on the left hand side. Towards the bottom of the tool bar you will see a Black box and white box. The box on right should be black (indicating the background) and the one on the left should be white (indicating the foreground). See illustration on the right.

Name: Title of Work Here ОК Preset: Custom * Cancel Size: Save Preset... Width: 1900 \$ pixels Delete Preset... Height: 1900 pixels + Device Central... Resolution: 300 pixels/inch * Color Mode: RGB Color 8 bit * * Background Contents: Background Color Image Size: ▼ Advanced 10.3M

Once you have established that the tool bar is correct go to

the *File* drop down menu and select *New.* A window will open up that looks like the one here. In the NAME section place the title of the work. The width and Height should be 1900x100 pixels and the resolution should be 300. Color mode is RGB and

Background Contents is Background Color, which should be "black" if the tool bar is correctly set as mentioned above.

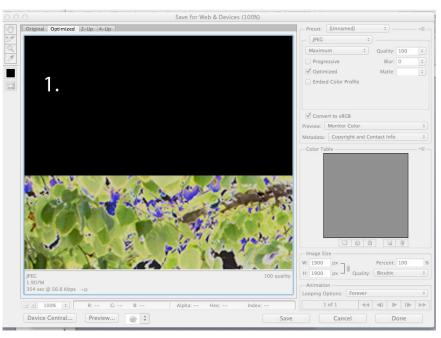


Once this is filled out, select "OK" and a square black area will appear on the screen. This is where the art work will be placed. Go to the **File drop down menu** on the top and **select place**. A window directing you for the location of the file (art work) you want to place is located. Look for the folder where you placed your digital art work and select a piece that you want to place. You will see that the image will be brought into the open black square and fit inside perfectly.

If the original is horizontal you will have a black margin on the top and bottom of the work. If it is a vertical you will have a margin on the right and left side of the work. Your digital work

needs to be numbered so, add the numbers on the upper left hand side as shown in the above example. Go to **File** drop down menu and select **Save As** and name the file the title of the piece (the title should show up since you labeled the document with that name when you first created it). A new window will open up and you should select **Photoshop** as your format. This allows you to keep the originally created files in case you have to make changes later.

The last step is to save the file as a JPEG while keeping the resolution and colors in tact. In order to accomplish this you need to go to the File drop down menu and select Save for Web and Devices. On the right hand side you will select JPG and the quality should be set at 100%. Everything else should be checked as it is in the image below. Select Save at the bottom of the window and the file will save



with the same name except the extension will be .jpg instead of .psd therefore your original file will not be written over. It is the jpg. Images that you wnt to include on your CD.

Simply ship your CD with the 8---10 jpg's as individual files, enclose the typed letter of intent and the typed list of your work including:

- ☐ "Title"
- ☐ Medium
- ☐ The year the work was completed
- ☐ Dimensions of the actual work (excluding mats)
- □ Artist's name

Example: 1. "Bicycle for Two," Pigment Inkjet Print, 2004, 6"x9,"Sandy Lopez---Isnardi

Also include the three pieces of live work and your self---portrait without your face. If you have any questions, contact Sandy Lopez---Isnardi at lopez_isnard@alma.edu or 989---463---7386.