

## Coast Collective Digital Image Guidelines and Suggestions

- File format must be JPEG (.jpg), between 500 KB and 2 MB file size. File format and image size can be changed using software in your computer.
- Name file as: Last name, first initial, title of work
- The image must be a true representation of the original art work in values, intensity, and colour.
- To ensure a sharp image, use a tripod, or set your camera on something solid to reduce camera shaking.
- To reduce glare from reflected light, if possible, take the photo before framing and before putting on a protective coating.
- Try to set the artwork in bright natural light, but without light shining directly on the surface of the artwork. Avoid using a flash; if possible, as it changes the colours slightly.
- Make sure your camera is centred on the artwork, and try to get the artwork as 'square' as possible to the camera. If it looks crooked the photo will be distorted. Getting too close may also cause distortion.

Since these images are the basis for accepting your work into the Gallery, it is important that you provide us with the best possible representation. If we cannot see it properly, we cannot evaluate it properly. If after acceptance when the work is delivered to the Gallery the original is quite different from the digital image, we may reject it at that time.