ARIZONA ART ALLIANCE ARTIST JURYING

GENERAL INFORMATION

Applying to Become a Juried Member
of the Arizona art Alliance

General Information

1. AAA holds a jury process three times each year

a. Cycle 1 – January 30th deadline for applications postmark

b. Cycle 2 – May 30th deadline for applications postmark

c. Cycle 3 – September 30th deadline for applications postmark

2. Applicants may apply to be juried in more than one medium….but each medium applied for should be a separate application with the attendant $10.00 for each.

3. Juried members may only enter artwork into AAA exhibitions for the medium in which they have been successfully juried.

4. Jury committees are convened for each cycle based on the applications received. For example….if a jeweler applies the committee will include a member knowledgeable on jewelry, etc.

5. Jury committees are composed of juried AAA members and one outside members such as a gallery owner or art instructor.

6. The jury process is a blind process with applications identified by numbers as opposed to names. The jury director is the only person with access to the names of the applicants and is a non-voting member of the committee.

7. Applicants are scored on the criteria (see appendix A, B, C, D) adopted by AAA using the scoring scale below:

1 - Unacceptable

2 - Below Standard

3 - Standard

4 - Above Standard

5 - Exceptional

8. Each jury committee members scores each applicant and the scores are averaged for each category and for an overall score

9. An overall score of 3.75 or higher is required to be juried in

10. Any score of 3 or lower requires specific comments designed to help the artist address the concern

11. Jury members names will not be identified to prevent any possible impact on their evaluation decisions.

12. Applicants will be notified of their scores for each criteria and the overall score in their notification of results letter.

13. All jury committee decisions are final

14. There is no time limit on repeat applications. If the applicant is not successful they may continue to apply beginning with the next cycle.

15. All applications for the jury process must be digital jpeg images on a CD that meet the following specifications:

a. One image for each of the three artworks being submitted

b. Resolution of 300 dpi/ppi with longest side 900 pixels (see #13 below)

c. File names must Last Name – First Name – Image Number

Example: the file name for Jane D Doe's first image (which must be the first image listed on the application) would be:

Doe-Jane-1-1

d. Applicant's name must be written in permanent marker on the face of CD

16. Preparing digital images of artwork (See appendix E)

17. At the conclusion of each jury cycle, member league representatives will receive notice of their member applicants that were granted juried status. Only the applicant will be notified if they were not granted juried status.

APPENDIX A

General Jury Evaluation Guidelines and Criteria

1. **Overall Impact:** Is there some interest beyond the ordinary? Does it look professional? The art should demand a closer look. Is it sensitive or tentative? Bold or sloppy?

2. **Creativity and Originality:** Will the judges be pleasantly surprised at the selection of theme or format? Does the work show imagination, emotion, the artist's unique reaction to art or their surroundings, issues, life, or is the work a copied, tired attempt?

3. **Consistent Quality:** Has the artist "arrived" at a distinctive style which helps to define them as an artist as opposed to having three images reminiscent of three different teachers? Medium and subject matter may vary, but there should be a common thread which sets the artist apart from those who copy others work.

4. **Strength and Composition:** Does the artist have a grasp of the elements of art and design (line, value, perspective, texture, color, rhythm, overlapping, diminishing size in space, foreshortening)? How do the backgrounds and foregrounds relate? Does the eye move around the picture in an interesting manner or is the piece stagnant? Do the negative shapes work? Is balance achieved through the use of design?

5. **Use of Color:** Is harmony achieved? Which dominant color and its compliment are in the piece? Are intense colors balanced by subordinate colors? For example, is the piece predominately warm or cool? Does the color capture the light?

6. **Technical Use of the Medium:** Does the artist have command of the medium? If an experimental use of tools was used, was there no sacrifice in craftsmanship? Are the colors fresh or overworked?

7. **Drawing Ability:** Is the drawing ability evident in anatomically correct figures and correct perspective? Does it read well? Are texture, light, and reflections well rendered? How is the line quality and weight?

8. Comments:

APPENDIX B

Jury Evaluation for Pottery and Gourds

1. Overall impact. Is it unusual or ordinary? Does it demand a closer look? Is it sensitive, bold or tentative, sloppy?

2. **Creativity, originality**. Is the decorative theme unusual or run of the mill? Has the craftsman added artistry or not?

3. **Complexity of design**. Is the piece simple or intricate? Are the eyes led in a logical pattern? Does the embellishment serve the form? Is advantage taken from the basic shape?

4. **Use of color.** Is harmony achieved? Does it serve the composition well? Accent the right places?

5. **Decorations.** Was the use of beads, lacings, ribbons, feathers, inlay, and cutout used judiciously to contribute to the beauty or the uniqueness of the piece? Is it overdone?

6. **Texture and finish**. Is the smoothness or roughness appropriate? Should it be mat or glossy?

7. **Comments:**

APPENDIX C

Jury Evaluation for Sculpture

Under development – coming soon

APPENDIX D

Jury Evaluation for Jewelry

Under development – coming soon

APPENDIX E

Preparing Digital Entries for AAA Jury Application

Note: This information was prepared by a pc user. Mac users may need to refer to other mac users for issues specific to macs.

TWO DIMENSIONAL ARTWORK/CAMERA SETUP:

1. Artwork flat against a wall.

2. No glass between artwork and camera

3. Digital camera on tripod

4. Position camera pointed straight at center of painting. The line of "sight" of the camera should be perpendicular to the artwork.

5. Lighting should be uniform on the surface of the artwork and should not contribute color. Indirect, but broad spectrum if possible, if photographing indoors (ex – 5000K florescent tube ceiling lights evenly distributed in the room – available at Lowes). Outdoors in the shade such as on a patio is also appropriate. Camera flash is usually not a good idea because it is a point source.

THREE DIMENSIONAL ARTWORK/CAMERA SETUP:

1. Artwork displayed on a black or neutral background

2. Digital camera on tripod

3. Position camera pointed straight at center of painting. The line of "sight" of the camera should be perpendicular to the artwork.

4. Lighting should be uniform on the surface of the artwork and should not contribute color. Indirect, but broad spectrum if possible, if photographing indoors (ex – 5000K florescent tube ceiling lights evenly distributed in the room – available at Lowes). Outdoors in the shade such as on a patio is also appropriate. Camera flash is usually not a good idea because it is a point source.

DIGITAL CAMERA SETTING:

1. Quality setting at *highest* value

2. Use white balance if you have it. (this is usually set with a white sheet of paper in the same position and lighting as the artwork you are going to photograph.)

3. Automatic settings best for light, focus, etc.

4. Use timer to take the picture (to avoid camera vibration from pushing shutter release).

TRANSFER FROM CAMERA TO COMPUTER:

This is an individual process that will depend of what kind of camera, what "media" your camera saves the images on, what computer you have. Sometimes this is done with direct cable from camera to computer. At Office Depot, Staples, etc., you can find card readers that will read most camera media cards and plug into the USB ports on your computer. (Make sure your computer has an available USB port before you purchase such a reader) Newer computers have built-in

media card readers.

ADJUSTMENT OF PICTURE FILE ON THE COMPUTER IF YOU ALREADY HAVE SOFTWARE:

If you already have software that will adjust pixels and resolution, and know how to use it, this is the best approach.

Adjust your image file to 900 pixels on the longest side with a resolution of 300 dpi. (Software that you may already have: Photoshop; Photoshop Elements; two programs that may have come with Windows XP on your computer are Microsoft Photo Editor and Photo Impression 4.) **An explanation on how to use Photoshop Elements follows later in this document.**

ADJUSTMENT OF PICTURE FILE ON THE COMPUTER IF YOU DON'T ALREADY HAVE SOFTWARE:

There are free programs that you can download to adjust your image. The first program will do everything needed to adjust your image except color correction. It is called Paint.net and can be downloaded from http://paint.net/. It is designed for use on Windows based computers. If you use this program you will also need to download GIMP to do any color correction your image may need. This program can be used with both PC and Mac computers and can be downloaded at http://www.gimp.org/.

For Mac users, Picasa 3.6 is a free, downloadable digital photo-editing program that is easy to use., Go to www.picasa.google.com. Look at the bottom of the page and click on "Picasa for Macs". Click on "Download Picasa 3.6," and follow the instructions. When asked if you want to run or save, click "run".

It will take a few minutes for the program to install itself. It creates its own file of all images that are in your computer and presents them as easy-to-work-from thumbnails images. It will not remove your photos from their original files.

When the program has installed, you are ready to use the following "Directions for Preparing Digital Images in Picasa 3.6". These directions were written for PC users.

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PREPARING DIGITAL IMAGES IN PICASA 3.6

(All of these instructions use the left mouse button)

These instructions lead you specifically through directions for editing your image and putting it on a CD. (Picasa 3.6 does more than this, but other functions will not be discussed here.)

However, please note that Picasa does not allow you to save your image in 300 dpi – only at 900 pixels. **Open up your computer and use these directions as you perform the various functions.**

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GETTING STARTED

1. Insert camera card into card reader
2. Insert card reader into computer USB port
3. Open Picasa 3.6
4. In the upper left corner of your screen, click "import"
5. A new screen will appear. At the bottom, enter a title in "Folder Title".
6. At the top of the screen click "Import From" and select the appropriate source.
7. Back to the bottom right side of the screen, click "import all". Picasa automatically defaults to your **Pictures** (for Vista users) or your **My Pictures** (for XP users) folder. It makes a back up file there on your C drive. You will also be asked to give instructions

on what to do with the images on your camera card – save them or delete them.

8. A new screen will show all of your images in thumbnail form.

RETRIEVE YOUR IMAGE OF YOUR ARTWORK FROM THE PICASA "LIBRARY":

Double-click the image of the photo that you want to work with.

STRAIGHTEN THE IMAGE:

1. Click "Basic Fixes" tab on left of screen

2. Click "Straighten" button

3. Click and hold while sliding button at bottom. Slide right or left until image is straight, then release button.

4. If image isn't yet straight, click "Cancel" and repeat steps 2 and 3. If image is straight, click "Apply".

CROP THE IMAGE TO REMOVE ALL FRAME, MAT, FINGERS, TOES, DOOR FRAMES, ETC.:

(You want **ONLY** your painting/photograph to be showing or **ONLY** your sculpture, pottery, gourd or jewelry on a black or neutral background to be showing)

1. Click the "Crop" button on the left.

2. Select the Manual option.

3. Place the cursor at the upper left corner of your painting (or left corner of area holding sculpture, etc.). Left click the mouse button, hold it down , and drag the mouse to the lower right corner of your artwork. Release the mouse button. You should have formed a rectangle of brightness that only includes your painting/photo or 3D artwork on background.

4. If you make a mistake, click "Cancel". Click the "Crop" button and follow 2 and 3 again.

5. When you have cropped the photo so that only your 2D piece shows (no mat or frame) or only your 3D piece with the appropriate amount of background, click "Apply".

6. If the results show there is still more cropping needed, click "Re-crop" and follow 2 and 3 again.

SAVE THE RESULTING IMAGE OF YOUR PAINTING:

(You will rename the file here so that your original photo will still be available if you need it.)

1. Click "File" in the upper left of the screen.

2. Slide the cursor down to "Save As" and click

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3. Delete the file name and type in the file name using the required format: last name – first name – image number. Example – budan-karen-1.

4. Make sure the file type shown is JPEG.

5. Click "Save"

SET THE PIXEL WIDTH OF YOUR IMAGE:

1. With the image you have created above on the screen, click "Export" at the bottom right of your screen.

2. In the window that appears, there is a bar with the location and name of the exported file. Use the "Browse" button to the right of this if you wish to locate the image in a different location. You will need to find that file to retrieve your re-sized image. You can also change the name of the exported folder by simply deleting what is there and typing in a new name.

3. Choose "Resize to" and make sure the pixel value is 900. (You can change the pixel value by typing in a new value)
4. Choose "Maximum" image quality.
5. Click "OK".

PUT YOUR EDITED IMAGE OR IMAGES ONTO A CD

There are several methods to burn a CD with your images: using Picasa and using your computer's CD burning program. Both are outlined here.

Burning your images using Picasa:

1. Blank CD's can be purchased at many stores – Office Depot, Stapes, Wal-Mart, even many drug stores and grocery stores. You want to get CD-R's (Recordable Compact Discs). Do not buy DVDs.
2. You will now need to find the images you have edited and exported. Return to the "Library" of Picasa by clicking on "Back to Library" at upper left.
3. Go to the Folder Files on the left and find the "Exported Pictures" section in the list of files on the left. You may need to scroll down the list.
4. Find the folder that was created when you set the pixel width.
5. If you have your images in more than one folder, you need to move them into just one. To move an image from one folder to another, click, hold, drag and release (Position the cursor over the image you want to move, hold down the left mouse button while dragging the cursor to the folder you wish to move to, then release the mouse button. You can either drag to the left and release over the folder name – the folder name will change to dark grey when you are in the right position, OR you can move the cursor to some point among the thumbnails that are in the folder you're moving to, and release).
6. Highlight all of the images you want to put on the CD. (A single click highlights an image. You know it is selected when it has a blue line around it.) If you are highlighting more than one image, hold the control key down while clicking the images.
7. When all if your images are highlighted, go to the top of the page and click "Create". Then click "Create a gift CD".
8. At the bottom of the page in Selection and Settings, choose photo size "original".
9. In Box 1, make sure you uncheck "Include slideshow", and in Box 2 uncheck "Include Picasa".
10. Click "Burn Disc". Progress of the burn is shown in the lower right of the screen.
11. When the burn is finished, you will be asked if you wish to eject the disc or show it. Click "Show" and then click "Import" in the upper left of the screen. If the disc was properly burned, your images will all appear in the Import Tray on the left. You can click on the individual thumbnails to see the enlarged image, or can click the arrow at the bottom to go forward or back.
12. When you have checked your images on the disc, click "Cancel" at the bottom right.
13. Eject your CD, label the face of the CD in permanent ink with your full name.

Burning your images using your computer's CD burning program:

1. Blank CD's can be purchased at many stores – Office Depot, Stapes, Wal-Mart, even many drug stores and grocery stores. You want to get CD-R's (Recordable Compact Discs). Do not buy DVDs.
2. Go to **My Pictures** or **Pictures** (as it's called in Windows Vista) folder on your C Drive.
3. Once you insert a blank CD in your CD drive, you will get a popup window and you should follow your computer prompts to burn the images to the CD.

4. Be sure to check the CD to see that the images were burned correctly.

5. Eject your CD, label the face of the CD in permanent ink with your full name.

PREPARING DIGITAL IMAGES IN PHOTOSHOP ELEMENTS

Photoshop Elements is a product of Adobe. They periodically upgrade the program but the functions are essentially the same. Although Photoshop Elements 8 is now available these steps are based on Photoshop Elements 7. You can view an introductory tutorial on Photoshop Elements 7 by pasting this link in your browser:

http://www.adobe.com/designcenter/photoshopelements/articles/lrvid2309_pse.html

1. Open the software. A welcome screen will appear. Click the "edit" button.

2. A new screen will appear. It will probably default to your Pictures Folder on your C drive. If you have saved your digital image elsewhere, navigate to the image you wish to edit. Click on that image. Then click "open".

3. Your digital image will fill the Photoshop Elements screen.

4. Next, on the ribbon at the top of your screen, click "Image". You will get a drop down list. Click on the word "Crop". With the mouse, click on the upper left corner of the painting/photo or the top left area of the 3D artwork background and drag the cursor down to the bottom left creating a rectangle around the selected area. Manipulate the broken line surrounding the selected area by pulling the various little squares located at the corners and on each side of your image. When you have eliminated the extraneous parts of the digital picture leaving only the image of your 2D artwork (no mat or frame showing) or the 3D artwork with the only the appropriate amount of black or neutral background material showing, click the little green check at the bottom right of the image.

5. Next, go back to the ribbon at the top of your screen and click the word "Image". This time on the drop down list, click the word "resize". Another drop down list will appear. Click "Image Size". In this window, first set your pixel dimensions, changing the longest side to 900 pixels. Under Document Size, change the Resolution to 300. Make sure the three boxes at the bottom of this window are checked: Scale Styles, Constrain Proportions and Resample Image.

Next click "OK" in the upper right hand corner.

6. Go back to the top ribbon and click "file". In the drop down box, click "save as". A new window will appear. At the bottom you will be asked for the file name. Rename the file by deleting the file name that appears and type in the file name using the required format: last name – first name – image number.

Example – budan-karen-1.

7. Make sure the Format box displays JPEG. Then click "Save".

8. You will get one last window which says JPEG Options. Make sure the quality is 12. Then click "OK".

9. You can now find your edited JPRG in whichever folder you saved it. This is what you should copy to the CD for the AAA jury process.

IF YOU DO NOT HAVE A DIGITAL CAMERA OR A COMPUTER

The website www.gammatech.com (link: https://www.gammatech.com/html/convert.htm) will prepare your image – crop it, size it, save it at 300 dpi, burn it to a CD if you wish or e-mail the JPEG image back to you for you to burn to a CD --- your choice.

Digital cameras are available for less than $100.00 -- at least one is available for $79 on Amazon or Wal-Mart's websites. If you purchase a digital camera, some copying services will not only

download your images to a CD but will also size them to your specifications. These services are found in your phonebook under Copying Services. Some camera shops also have this capability.

Arizona Art Alliance
Jury Evaluation Guidelines and Criteria

Artist's Name:

1. **Overall Impact:** Is there some interest beyond the ordinary? Does it look professional? The art should demand a closer look. Is it sensitive or tentative? Bold or sloppy?

2. **Creativity and Originality:** Will the judges be pleasantly surprised at the selection of theme or format? Does the work show imagination, emotion, the artist's unique reaction to art or their surroundings, issues, life, or is the work a copied, tired attempt?

3. **Consistent Quality:** Has the artist "arrived" at a distinctive style which helps to define them as an artist as opposed to having three images reminiscent of three different teachers? Medium and subject matter may vary, but there should be a common thread which sets the artist apart from those who copy others work.

4. **Strength and Composition:** Does the artist have a grasp of the elements of art and design (line, value, perspective, texture, color, rhythm, overlapping, diminishing size in space, foreshortening)? How do the backgrounds and foregrounds relate? Does the eye move around the picture in an interesting manner or is the piece stagnant? Do the negative shapes work? Is balance achieved through the use of design?

5. **Use of Color:** Is harmony achieved? Which dominant color and its compliment are in the piece? Are intense colors balanced by subordinate colors? For example, is the piece predominately warm or cool? Does the color capture the light?

6. **Technical Use of the Medium:** Does the artist have command of the medium? If an experimental use of tools was used, was there no sacrifice in craftsmanship? Are the colors fresh or overworked?

7. **Drawing Ability:** Is the drawing ability evident in anatomically correct figures and correct perspective? Does it read well? Are texture, light, and reflections well rendered? How is the line quality and weight?

8. Comments:

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Arizona Art Alliance
Jury Evaluation Guidelines and Criteria

Artist's Name:

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closer look. Is it sensitive or tentative? Bold or sloppy?

2. **Creativity and Originality:** Will the judges be pleasantly surprised at the selection of theme or format? Does
the work show imagination, emotion, the artist's unique reaction to art or their surroundings, issues, life, or is
the work a copied, tired attempt?

3. **Consistent Quality:** Has the artist "arrived" at a distinctive style which helps to define them as an artist as
opposed to having three images reminiscent of three different teachers? Medium and subject matter may vary,
but there should be a common thread which sets the artist apart from those who copy others work.

4. **Strength and Composition:** Does the artist have a grasp of the elements of art and design (line, value,

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8. Comments: