



# IMAGES THAT SING

## IMAGE CHECKLIST

2

Whether you're sending a standard package to a gallery or submitting images as a part of an application for a grant, residency, or some other opportunity, your application will stand out if you send them exactly what they're asking for in the format they want. This section provides you with a checklist of all the i's to dot and t's to cross in order to save you time and embarrassment. But before we dive into what you should send out to represent your work, let's get one thing out of the way.

It's not OK to send out the following to anyone – except, of course, your best friend or your mother:

- **PROMOTIONAL MATERIAL FROM A PAST SHOW**  
Sending out old postcards can cause confusion. People want to know what's coming up, not what they missed.
- **HEADSHOTS**  
These are typically for website only.
- **PHOTOCOPIES (SUCH AS OFF-A-COPIER COPIES)**  
Only those who love you want to see that.
- **CASUAL SNAPSOTS OR SHODDY IMAGES OF A WORK-IN-PROGRESS**  
You only want to send out professional pictures.

### HOW TO MAKE YOUR IMAGES SING

Typically, you'd be expected to provide 10-20 images with the application or viewable on your website. Don't worry if you don't have enough images that represent a cohesive body of work. (For more information on this, see #3 on the next page.)

For every single image that you submit or post on your website, ask yourself these questions:

1

#### DOES THE IMAGE ACCURATELY REFLECT THE PIECE?

If not, it's time to get your Photoshop on. If you don't have Photoshop, start saving for it. There are free software programs that can help you clean up your images – Google Image Editor, for instance – but Photoshop is the best. Don't let an expensive piece of software get in the way of your dreams.

2

#### ARE THE IMAGES THE CORRECT SIZE FOR THE APPLICATION?

There are two formats that you need to be mindful of: images for print and images for web. (For more information on this, see [Sizing Images in Module 2](#).)

- For print, your images should be 300 dpi and 8 inches x 10 inches. These can be printed and put in a binder for folks to peruse, or they can be sent along with a press release.
- For the web, your website, or submissions via email, your images don't need a resolution higher than 72 dpi. Anything higher is overkill.

**NOTE:** For web- or email-based submissions, size does matter. The maximum size (in MB) of each image, or whether or not you can send a ZIP file, is often specified in the application guidelines. Pay attention. Crashing the recipient's email program or computer with massive images will surely get you noticed – but for all the wrong reasons. So double-check your image sizes before you click send. A good rule of thumb is to keep each image under 1 MB.

**3**

### **ARE YOU PROVIDING ANY CLOSE-UPS OF YOUR WORK?**

If you find that you're short a couple of images for an application, here's an idea: consider taking close-ups of some of your pieces. The texture and detail will provide important visual information that speaks to your art on a deeper level than that of a zoomed-out image.

**4**

### **DO YOU HAVE A DESCRIPTION SHEET?**

People need to know what they're looking at. Providing the viewer with a well-written list that they can quickly understand and evaluate is also a simple way of conveying professionalism. Give them what they need to do their job and you will prove to them that you know how to do yours. (See the [Image Description Sheet in Module 2.](#))

**GOOD LUCK!**