

## DSWPS PORTFOLIO BOOK QUESTIONS AND ANSWERS

### About the Book

Q: Please tell me more about the book.

A: The book will contain an image of one piece of each participant's artwork on a page, with a caption containing the artist's name and the title of the work. The book will be published in paperback with color images and a glossy cover.

Q: How much does it cost to be included?

A: The project is self-funding, and there is a \$20 non-refundable fee. You will receive one complimentary copy of the book.

Q: Is there a minimum number of members who need to participate?

A: We need at least 25 members to participate, and we encourage every member to be a part of this unique opportunity to showcase the wide range of our artistic styles, mediums, and techniques.

Q: Can I pay extra to have more than one image included in the book?

A: No. Because the book is intended to be a representative portfolio of member artwork, we are limiting each participant to only one work.

Q: Who is designing and publishing the book?

A: The book is being designed and published by DSWPS members with the assistance of Eric Law and Color & Ink Studio Ltd. (at no cost to us). The book will be printed by Lulu.com, the #1 rated on-demand book printing company in the world.

Q: How much will additional copies of the book cost? When will I be able to order them?

A: The cost of additional copies purchased as part of the first printing has not been determined yet. It will depend on the number of members who participate and the number of copies printed. You will be given an opportunity in September, once the cost is determined, to order additional copies from the first printing.

Q: When will we receive copies of the book?

A: You can expect to receive your complimentary copy of the book in early December, along with any additional copies you ordered.

Q: How will someone purchase copies of the book after the first printing?

A: The book will be available for purchase at Lulu.com in their online store. You also can contact Eric Law by phone at 248-398-6119 or by email at [DSWPS@PortfoliosForArtists.com](mailto:DSWPS@PortfoliosForArtists.com) to order copies. The retail price of the book has not been determined yet.

Q: Who will receive any profit from additional sales of the book?

A: Any profits from the sale of copies of the book after the first printing will go to the DSWPS scholarship fund.

### About the Process

Q: When is my submission due?

A: Submissions are due by July 31, 2010. Your submission form and fee must be postmarked and your images sent by email by the deadline. Early entries are encouraged and appreciated. Because of the tight schedule for publication, late entries cannot be guaranteed to be included in the book (and your check will be returned if you are not included).

Q: I joined the Society after July 31. Can I participate?

A: Send your images and Submission Form as quickly as possible, and we will make every effort to include you in the book. Because of the tight schedule for publication, however, we cannot guarantee you will be included in the book (and your check will be returned if you are not included).

Q: How will images be selected for the book?

A: An editorial committee will review the images submitted by each member and choose one work to include in the book. All decisions of the editors are final.

Q: Why do I have to submit at least three images? Can I submit more than five images?

A: We are requiring a minimum of three images so the editorial committee can select works that represent the broadest possible cross-section of the artwork created by our members. The substantial amount of work involved in reviewing the submissions, however, precludes viewing more than five images per member.

Q: Why are you asking for the name of the photographer?

A: We are asking that you indicate whether you took each image submitted or provide the name of the photographer in order to give proper credit for the images included in the book.

Q: When will I be notified which work is selected for the book?

A: You will be notified of the work selected by August 31, 2010. At that time, you will be asked to review and confirm the caption information and place your order for any additional copies.

Q: What does it mean that I am granting a license for an image of my artwork to be reproduced?

A: You are giving permission (granting a license) for one image of your artwork selected by the editors to be reproduced and published in the portfolio book. The license is royalty-free, so you will receive no royalties from sales of the book or other compensation for your participation. You will retain any copyright or other rights you have in the images submitted and the original artwork. Your image cannot be reproduced in other forms or used for other purposes by DSWPS or the publisher.

### About Digital Images

Q: How do I know if my images are of high enough quality for publication?

A: A high-quality image will be sharp and evenly lit, have good contrast, and accurately show the tones and colors in the artwork. Avoid sending images with artwork that is crooked or was shot at an awkward angle or has distracting or colorful backgrounds and harsh shadows. In addition, the image must have at least 2400 pixels on the longer side (or 8" at 300 DPI) and a file size of at least 1 MB. These are the minimum requirements for publication. The editors reserve the right to exclude any images that are not of publication quality.

Q: How do I submit my work for the book if I don't have high-quality digital images?

A: We have made special arrangements for members to have their work photographed for the book by Eric Law, who specializes in photographing artwork for artists. The cost is \$9.00 for three works or \$15.00 for five works, and Eric will submit your images. You will still need to mail your Submission Form and fee by the deadline. Be sure to complete the information about each work you are submitting, including the title (as it should appear in the caption). You can leave the image file name and the photographer information blank.

You can contact Eric by phone at 248-398-6119 or by email at *Studio@ShootMyArt.com* if you have questions or to schedule an appointment.

Q: Why are you accepting only digital images by email?

A: In order to keep the cost of the book low, it is being designed and printed entirely using digital technology. This requires that we receive your images in a digital format. By emailing the images, you also save the cost of a CD and don't need a larger envelope or additional postage for your entry.

Q: Why are the images requested in JPEG file format? What about images in TIFF or other formats?

A: The JPEG file format compresses the image to a smaller size and is better suited for sending images by email. Images in TIFF format are substantially larger and take longer to upload by email. If you only have images in TIFF or another format, please contact Eric by phone at 248-398-6119 and he can assist you with your submission.

Q: How do I submit my images if Eric already has them?

A: If you are already one of Eric's clients, he can submit the images you select at no cost. You will still need to mail your Submission Form and fee by the deadline. Be sure to complete the information about each work you are submitting, including the title (as it should appear in the caption) and the image file name (if different than the title). You can leave the photographer information blank.

Q: What if I've sold a work I want to submit and only have a slide or print?

A: We are asking for digital images for the book because of concerns about the quality of the images. If you no longer have the original artwork but have a high-quality slide or print, you can arrange for Eric to scan it into digital format and submit the image. The cost is \$3.00 for each scanned image. You will still need to mail your Submission Form and fee by the deadline. Be sure to complete the information about each work you are submitting, including the title (as it should appear in the caption) and the name of the photographer. You can leave the image file name blank.

Q: How do I submit my artwork if I have high-quality images on a CD, but I don't use email?

A: If you are unable to email your images, please contact Eric by phone at 248-398-6119 and he can assist you with your submission. You will still need to mail your Submission Form and fee by the deadline. Be sure to complete the information about each work you are submitting, including the title (as it should appear in the caption), the image file name, and the name of the photographer.

Q: Where can I get more information about digital images?

A: The online Learning Center at [www.ShootMyArt.com](http://www.ShootMyArt.com) has free lessons on digital imaging for artists that are available to read and download. The lessons provide information on file formats, photographing your artwork, and preparing the images.