



Guide to Photo Submissions

This page is intended to answer some of the basic questions that arise when submitting photos for publication. While each publisher has its own standards, the information here will probably apply to most situations.

Photo Quality Photos come in only two categories—Great, and Don't Bother. Modern standards and expectations have risen to the point where second-best is not good enough. Some artists can take high quality photos, but most people are better off using a professional photographer. A good quality photo will have these qualities:

- rich and varied lighting that positions the piece in space, shows depth, and still manages to convey the shape, textures, and materials of the work.
- shows no hot spots or distracting shadows.
- has a neutral background with no props.
- positions the work so it is instantly recognizable for what it is. Rings stand up, earrings hang side by side, etc. Props like wax, pins, or fishing line must not show.
- piece should be comfortably framed in the rectangle, neither too close to the edge nor minimized in the center.
- focus must be razor sharp.

Digital Format You cannot add resolution after a photo has been taken, so always set the camera to its best resolution. Some cameras default to a resolution of 72 dpi, then make up the resolution by creating a very large format, like 20 inches wide. Use Photoshop or a similar program to adjust the image size to these specifications:

- 300 dots per inch (dpi)
- the longer side of the photo is at least five inches, longer if possible
- color mode is set at CMYK
- save as TIFF

Change the resolution to 300, then adjust the dimensions until the file size is about the same. For instance,

Original, 72 dpi	21" x 31"	13.1 megabytes
Adjusted, 300 dpi	5" x 7"	13 megabytes

Shipping to Us If sending slides, fit them into a plastic sleeve, brace with cardboard, and mail flat with a self-addressed return envelope. We will scan the images that meet our needs and return the slides to you promptly. If digital, burn the images onto a CD, and mail it to the address below. We will keep the disk in our files. Include a cover sheet that provides your name, address, phone, and email address. For each piece, we need materials, title (if there is one), size, and the name of the photographer. If you took the photo, mark it "photo by the artist." We contact all artists whose work is included in our books.

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